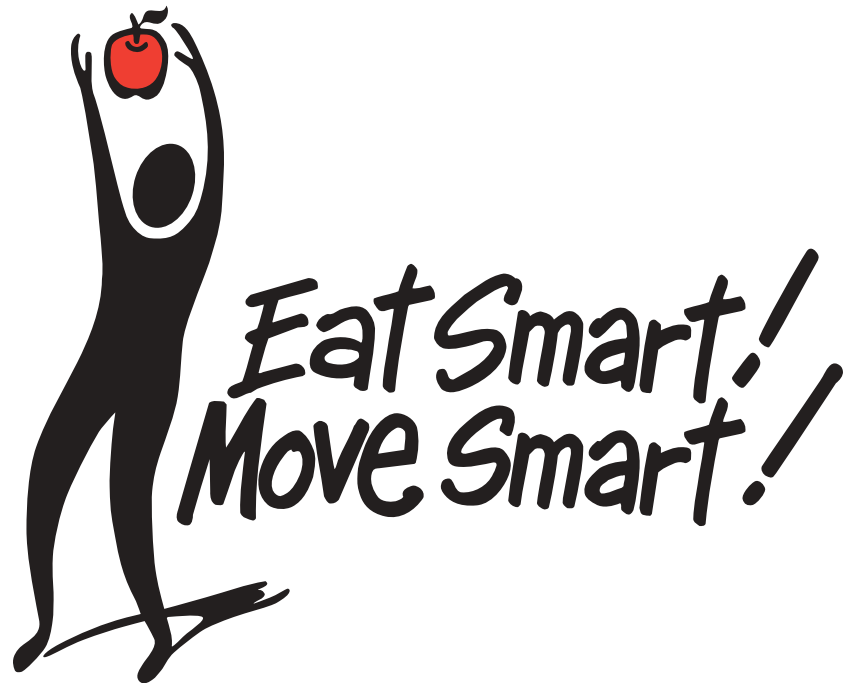




# **IMPLEMENTATION GUIDE**

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**Healthy Utah**

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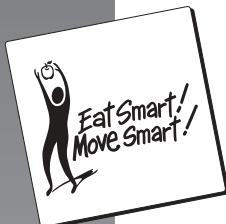
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# IMPLEMENTATION GUIDE

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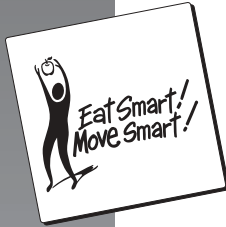
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# **IMPLEMENTATION GUIDE**

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## **CONSIDERATIONS**

*Don't let the size of this guide scare you!*

This *Implementation Guide* is intended to be used as a reference and resource - not as a "Do-It-This-Way" guide. The Eat Smart Move Smart (ESMS) Committee at the Utah Department of Health compiled this guide to be used by groups who are interested in providing a similar initiative so they would not have to 'reinvent the wheel'.

Every person who uses this guide should take the parts that make sense for their populations and tailor those. Specific components and activities should be designed to reflect what their customers want based on their own consumer research.

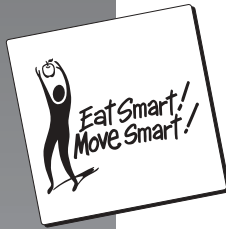
Feel free to discard what is not of interest to or valid for your population, make additions and adjustments as needed so that it fits your needs. You are welcome to use items as written that work for you and to make changes to any item that doesn't.

You may have a very comprehensive initiative or just

one or two components. Again, you determine the scope and content based on your time, ability, and your customer's needs and interests.

Please feel free to e-mail or call us for clarification or with questions you might have. If you have ideas on how to improve the guide we would love to hear those, too.

Good luck and remember -  
HAVE FUN!



# IMPLEMENTATION GUIDE

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## KEY COMPONENTS

While the size of this manual may seem overwhelming, don't let it keep you from implementing an **Eat Smart Move Smart (ESMS)** initiative at your site! While the initiative we provided ran for ten weeks, we suggest that you consider a six to eight week effort. Our customers 'burned out' and grew tired of hearing from us and tracking their behavior after about eight weeks. The initiative can die a slow, painful death if in place for too long!

Consider the time of year and pressures specific to your customers when deciding when to implement the initiative. For instance, April probably would not be the best time to kick-off a project at the Tax Commission!

There are some **key components** which you should not delete in the planning and design of your own initiative. They include:

### 1. Management Support: Before you do anything – do this!

We recommend that you find a **champion** at the executive management level and enlist their help to approach and garner the support of the head of the department or organization. Without this support - visible, verbal, ongoing - the success of a similar initiative is questionable - or at least much more difficult to achieve.

It might take a significant amount of time to assure this

highest level support but taking this time very well could be the difference between success and failure.

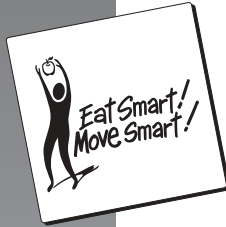
People need to know that participating in a health-improving initiative is important to upper level management. This lends credibility to the initiative and motivation to participate. It can also give a clear message to middle management and supervisors that they should be encouraging participation and allowing the time for people to join in various activities.

### 2. Social Marketing

This is the cornerstone to the development of an initiative that meets the needs and wants of the customers. This helps assure participation and behavior change.

Believe and act on what your customers tell you they want and how they want it. Just because we think we have a great idea that everyone should be enthusiastic about certainly does not mean our customers will think the same thing!

Take the time to meet with customers through focus groups and individual written or verbal surveys to find out what their interests and preferences are. Tailor your initiative to that information. Read and use the theory and procedures beginning on page 1-1 of this guide.



# **EAT SMART MOVE SMART**

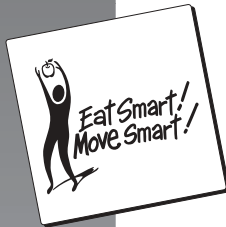
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## **KEY COMPONENTS**

### **3. Evaluation**

Providing information on behavior changes adopted by customers over the course of the initiative is essential. It can provide documentation to management that such a project is effective and worth the time, expense and effort.

The ESMS committee conducted a pre- and posttest survey (beginning on page 4-1) to document behavior changes over the course of the initiative. The results were very positive and management was impressed with the results. The next initiative will be easier to “sell” as a result of this documentation.

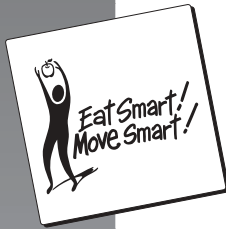


## **SECTION 1:**

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# **OVERVIEW**

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# OVERVIEW

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## ACTION SUMMARY

### *Introduction:*

Today your organization has a unique opportunity; join in a carefully planned, yet flexible, six to 10 week program to increase physical activity and improve the eating habits of all your employees. Can participation in this program benefit your company?

Yes! Studies show that physically active people manage stress better, sleep better and feel better. They're also likely to be healthier, which means they're absent less often and for a shorter period of time. Studies also show a diet low in fat and high in nutrients decreases risks associated with diabetes, high cholesterol, high blood pressure, cardiovascular disease, and some cancers. A healthier workforce could mean lower healthcare costs, better employee morale, lower turnover and enhanced recruitment.

An urgent need exists to increase Americans' physical activity and improve their eating habits. The 1996 U.S. Surgeon General's Report stated that physical inactivity is a serious national health problem and obesity has become a major health concern. Studies have shown that inactive people generate about eight percent higher healthcare claims costs than active people.

### *Overview:*

Even though people are at varying levels of fitness and healthy eating, Eat Smart Move Smart (ESMS) can

be tailored to the needs and wants of your employee population. Use Social Marketing theory and methods to design the initiative based on input from the very people who will be participating (starting on page 1-3). Through consumer research you will determine the best method to encourage and motivate people to participate.

ESMS uses a team, as well as a personal approach to increase physical activity and improve nutrition.

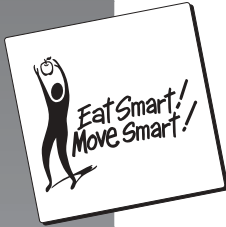
This initiative has four stages: *planning, promotion, implementation* and *evaluation*.

### *Planning:*

Planning activities include getting management support, conducting focus groups and/or individual interviews for direction and establishing a Program Committee.

### *Promotion:*

The promotion stage includes spreading the word and getting people motivated about participating. The initiative's promotional materials are carefully designed to appropriately and effectively encourage participation. This manual includes all the materials you need to implement this initiative. Be creative. Adapt the materials and guidelines to fit your organization's culture and consumer research. Most importantly, make it fun. Many



# OVERVIEW

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## ACTION SUMMARY

people may balk at making and maintaining lifestyle changes (even positive ones) if they don't think the process will be fun.

### ***Implementation:***

The implementation stage includes coordinating logistics, distributing materials, collecting tracking sheets and tallying points, conducting events and activities and posting results. Adapt all materials/ideas to fit the needs and wants of your customers.

### ***Evaluation:***

Evaluation is a critical component of this initiative. Sample pre- and posttest surveys are included for you to use. Documenting participation rates as well as changes in behavior during the initiative is important to justify the time and expense.

### ***Your Role as Director:***

The Director is responsible for the overall management of ESMS. The main responsibilities are to provide leadership, direction and motivation.

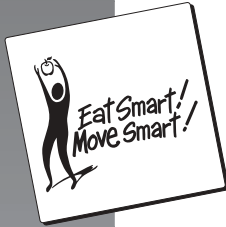
The Director must be a good communicator - a good listener as well as a good speaker. This person must be able to lead others, to assign tasks and provide encouragement and inspiration. He or she must be willing to accept a visible role, and to commit time and energy to make

the initiative successful.

*The Director's responsibilities include:*

1. Solicit management support by explaining the benefits and goals of the initiative, and by asking for their support through participation and funding.
2. Recruit committee members and assign tasks. Meet and communicate with the members regularly.





# OVERVIEW

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# SOCIAL MARKETING

## Systematic Planning Model for Social Marketing

**We Will Help** (*Audience Segment*): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**To Do** (*Behavioral Objective*): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**By Addressing** (*Factors That Influence Their Behavior*): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Product Benefits To Promote:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

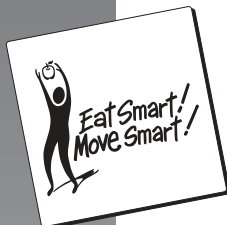
**Costs To Lower Or Make More Acceptable:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Product/Service Placement:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Information Placement:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Promotional Activities And Other Interventions:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Source: Social Marketing in Public Health, 8<sup>th</sup> Annual Conference, June 1998.*



# OVERVIEW

## SOCIAL MARKETING

### *Goal:*

To develop, implement and evaluate a health promotion initiative based on the theories of social marketing and stages of change.

### *Rationale:*

The majority of persons at risk for unhealthy lifestyles are not ready to take action to change behavior. Starting where the consumer is increases the likelihood of successful behavior change. Social marketing and stages of change are two resources for planning, implementing and evaluating this type of initiative. Eat Smart Move Smart (ESMS) uses social marketing tools to develop an initiative for people who are in the preparation stage of change (see page 1-12) for physical activity and/or fruit and vegetable consumption.

### *Background:*

Brad Neiger, Ph.D., CHES, (1998) states, “*social marketing is really a program planning process that starts with consumers and builds programs and communication strategies based on their wants and needs to ultimately improve their lives and their society.*”

This social marketing model, (adapted from Neiger, 1998) outlines seven steps for a successful social marketing project.

Step I. Preliminary Planning

- Step II. Consumer Analysis
- Step III. Market analysis
- Step IV. Channel Analysis
- Step V. Develop Materials and Pre-Test
- Step VI. Implementation
- Step VII. Evaluation

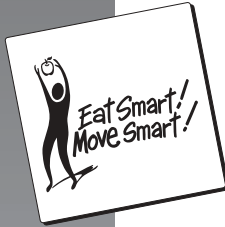
The following outlines specific action steps and questions to answer during each of these steps. Using social marketing to plan an initiative may take a little more time, but it increases the likelihood that the initiative will be successful in changing behavior.

### *Steps:*

#### **Step I. Preliminary Planning**

1. Identify focus of interest.
2. Name the problem in terms of behaviors.
3. Develop a concept for the program.
4. Develop objectives.
5. Identify data that need to be collected and create a strategy for data collection.
6. Develop an evaluation plan.

Preliminary planning is critical to the success of a social marketing program. Identifying a focus of interest and describing the focus in terms of behavior change is the first



# OVERVIEW

## SOCIAL MARKETING

step in planning a project. Objectives quantify the goals and should include a behavioral outcome, target population, and time frame. The data collected indicate to what extent the goals and objectives of the project are being achieved.

### Step II. Consumer analysis

1. Identify and segment the population.
2. Identify formative research methods.
3. Identify consumer motivational and resistance points.

**Segmentation** is dividing the target population into subsets based on demographic, geographic or psychographic factors. Some factors to consider are: segment size, problem incidence, problem severity, defenselessness, reachability, general responsiveness, costs, responsiveness to marketing mix, organizational capability or stages of change. Once the target population has been identified, the strategy used to reach the target population can also be segmented. A different strategy for each segment may be created or different levels of resources allocated to each segment. Segmentation helps the social marketer to achieve efficiency and effectiveness.

**Formative research** methods can be either *qualitative* or *quantitative*. These research methods can be applied not only to formative research, but within the other steps of the social marketing

model.

**Qualitative research** provides more in-depth information about the target audience. It provides insight to the consumer and identifies trends. The purpose is to look through consumer's eyes to see the world. Aim to understand the consumer's needs, wants, values and dreams. Qualitative methods include focus groups, depth interviews, intercept surveys, observations, or series of conversations with the consumer (see Glossary for definition of these terms).

**Quantitative research** is used when hard numbers or data is needed. Quantitative data is gathered to obtain information about the behavior in question, and on the knowledge, attitudes, practices and beliefs of the target audience. This data can be derived from existing data sources, or from surveys developed specifically for the project.

Questions to answer with consumer analysis, **qualitative** research:

**Q** *What are they like?*

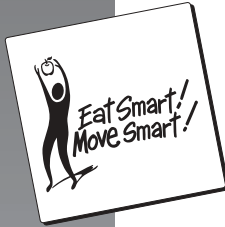
**Q** *What do they like/dislike?*

**Q** *What do they do and when?*

**Q** *Where do they go and when?*

**Q** *How can we "touch" them?*

**Q** *How do they feel about the proposed behavior?*



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## SOCIAL MARKETING

Questions to answer with consumer analysis, quantitative research:

- Q How many people are not doing the desired behavior?*
- Q Which subgroups of the population are more affected by the problem?*
- Q Which subgroups are most likely to respond to potential interventions?*
- Q What is the level of awareness of the new behavior?*
- Q What are the characteristics or demographics of the target audience?*
- Q What are the habits of the target audience?*

### Step III. Market analysis

1. Examine the fit between the focus of interest and the target population.
2. Establish the marketing mix.
3. Analyze the market to identify competitors (behaviors) and allies.

Questions to answer with market analysis:

- Q What does the consumer want and what can you offer?*
- Q What is the consumer currently doing instead of the behavior?*
- Q What is the competition?*

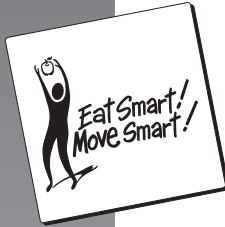
Remember, the consumer can always go somewhere else or do something else. Your offer has to be more attractive than the competition.

The marketing mix (four P's) of social marketing include **product**, **price**, **place**, and **promotion**. The **product** is what is being offered to people. It can be an idea, commodity, attitude, behavior or service. The product must be a solution to a problem. The benefits offered must be unique and greater than the competition. The product must also be "real" in terms of the users' beliefs, values and practices.

The **price** is the cost of adopting the behavior, attitude, service or commodity. It is more than monetary and includes money, time, pleasure, self esteem, embarrassment, etc.

The **place** is where the service is provided or where people will act. It may be where products are purchased or where people are attentive to messages.

**Promotion** is what people often associate with social marketing. But promotion is more than posters, brochures, television commercials or public service announcements. In sum, the promotion is how you communicate your message, product, behavior change, service or program to the target audience.



# OVERVIEW

## SOCIAL MARKETING

### STEP IV. Channel analysis

1. Develop a promotional or communication plan.

Questions to answer with channel analysis:

- Q** *How can we communicate with the target population most effectively?*
- Q** *How many channels of communication can be used?*
- Q** *What communication channel will best suit the target population (media, small group presentation, curricula, print material)?*

### Step V. Develop materials and pretest

1. Develop the materials based on market research, the marketing mix, and channel analysis.
2. Pretest the materials with a small sample of the target audience.
3. Make modifications and changes to the materials as needed.

The purpose of pretesting is to: 1) evaluate alternative strategies and tactics, 2) make sure that there are no major gaps or holes in the strategies and tactics, 3) fine tune approaches so that they speak to the target audience.

As with formative research, pretesting can be *qualitative* and/or *quantitative* and many of the same methods. Pre-testing methods

include one-on-one conversations, intercept interviews, in-depth interviews, self administered questionnaires, or focus groups. For example, show the consumer the proposed product, advertisement, description of service and ask them to respond.

Questions to answer in pretesting:

- Q** *Is the strategy on target from the consumer's viewpoint?*
- Q** *If not, what changes need to be made?*

### Step VI. Implementation

1. Enlist partners and clarify involvement.
2. Activate communication and distribution.
3. Document procedures and compare progress to timelines.
4. Refine the program continually.

Questions to answer in implementation:

- Q** *Who will do what and when?*
- Q** *What specific tasks are to be accomplished?*
- Q** *What is the timeline for accomplishing the tasks?*

### STEP VII. Evaluation

Evaluation includes process,



# OVERVIEW

## SOCIAL MARKETING

outcome and impact measures.

**Process** evaluations examine the procedures and tasks involved and it may also include administration and organizational aspects. Process evaluations can tell you what program components, materials and messages were delivered and to whom, how, when and where.

**Outcome evaluations** focus on the short term effects of the program. They answer questions about the changes in participant knowledge, attitudes, behaviors, or organizational policies as a result of the program.

**Impact evaluations** focus on long range results. They include change in health status, morbidity, mortality, absenteeism, or maintenance of desired behavior.

Questions to answer with **evaluation:**

- Q** *Is the target group receiving the program, and to what degree?*
- Q** *Is program delivery consistent with protocol? Are things going wrong?*
- Q** *Are outcomes below expectations?*
- Q** *Is program moving in the right direction?*
- Q** *What changes need to be made?*
- Q** *Has behavior changed in the target audience?*
- Q** *Have goals and objectives been accomplished?*

### Summary:

A social marketing, health promotion intervention can be successful at influencing behavior change among a target population.

Customers are always the central focus and key element of the social marketing process. It begins with studying the consumer, developing strategies based on the consumer profile, testing elements of the program, implementing the program, strategy, or message, and ends with on-going monitoring, evaluation and refinement.

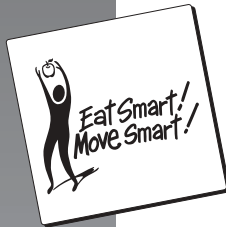
### Glossary:

***In-depth interviews.*** A form of qualitative research; talking with one participant at a time. Interviews can be in person or over the telephone. The purpose is to find out how people think and what they feel about a given topic.

***Focus group.*** A form of qualitative research in which an experienced moderator leads about 8 to 10 participants through a 1-2 hour discussion of a selected topic.

***Intercept interviews.*** Interviewers go to a central location or high traffic area where the target audience is located. Respondents are asked to answer a series of multiple choice or close ended questions.

***Pretesting.*** Gathering target audience reactions to messages and



# OVERVIEW

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## SOCIAL MARKETING

materials before they are produced in final form.

### References:

*Andreasen, A.R.* (1995). Marketing social change. Changing behavior to promote health, social development and the environment. San Francisco: Jossey-Bass.

*Bryant, C.B.* (1998, June). Social marketing—a tool for excellence. Social Marketing in Public Health. 8<sup>th</sup> Annual Conference, Clearwater Beach, FL.

*Lefebvre, C.* (1998, June). Strategy development. Social Marketing in Public Health. 8<sup>th</sup> Annual Conference, Clearwater Beach, FL.

*Neiger, B.L.* (1998, May). Social marketing in public health. Utah Public Health Association Conference, Provo, UT.

*Siegel, M. and Doner, L.* (1998). Marketing public health. Strategies to promote social change. Gaithersburg, MD: Aspen Publishers.

*Sutton, S.* (1998, June). Consumer based communication. Social Marketing in Public Health. 8<sup>th</sup> Annual Conference, Clearwater Beach, FL.

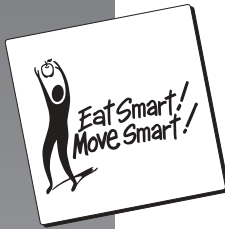
### Social Marketing Suggested Reading:

*Andreasen, A.* (1995). Marketing social change: Changing behavior to promote health, social development, and the environment. San Francisco, CA: Jossey-Bass Publishers.

The Handbook for excellence in Focus group Research. (1995) Academy for Educational Development. 1255 Twenty-third Street N.W. Washington, DC 20037. Phone 202.862.1900. Fax: 202.862.1947

Making Health Communications Program Work. USDHHS, PHS, NIH. NIH Publication no. 89-1492. April 1989.





# OVERVIEW

## STAGES OF CHANGE

### *Goal:*

To **develop, implement** and **evaluate** a health promotion initiative based on the theories of social marketing and stages of change.

### *Rationale:*

The majority of persons at risk for unhealthy lifestyles are not ready to take action to change behavior. Starting where the consumer is increases the likelihood of successful behavior change. Social marketing and stages of change are two resources for planning, implementing and evaluating this type of initiative. Eat Smart Move Smart (ESMS) uses social marketing tools to develop an initiative for people who are in the preparation stage of change for physical activity and/or fruit and vegetable consumption. (see page 1-12)

### *Background:*

The **Stages of Change** (or transtheoretical) **Theory** states that when attempting to change a behavior people progress through distinct stages and use various processes specific to that stage.

Using stages of change theory, a health promotion intervention can be developed that starts at the stage people are in, considers the characteristics of each stage and includes appropriate processes based on the core components. A health

promotion intervention that starts at the stage people are in and considers the characteristics of each stage includes appropriate processes based on the core components.

The following describes characteristics and intervention approaches for each stage of change.

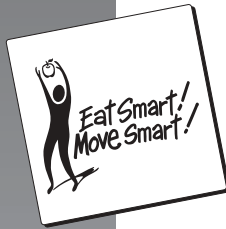
For more detailed information on the stage of change theory, please refer to Changing for Good (1994), by Prochaska, Norcross and DiClemente.

### *Characteristics and Intervention Approaches for each of the stages.*

#### **Precontemplation Stage Characteristics**

1. Does not intend to take action in the foreseeable future.
2. May be uninformed or under informed about the consequences of their behavior.
3. May have tried to change behavior in the past.
4. Resistant, unmotivated and avoids reading, talking or thinking about the behavior.
5. Doesn't see that there is a problem and consequently do not need to change.
6. May participate in programs because of pressure from peers.
7. May be defensive about habits.





# OVERVIEW

## STAGES OF CHANGE

8. Cons of changing are high.

9. Self efficacy is low.

### **Precontemplation**

#### **Intervention Approaches**

1. Emphasize benefits of change.

2. High information; low pressure; positive focus.

3. Have person evaluate how they think and feel with respect to target behavior.

4. Tailor message so that it feels personal.

5. Discuss pros and cons and show them that pros outweigh the cons.

6. Fruit and vegetables: information about the benefits of fruit and vegetable consumption.

7. Communicate the benefits of exercise and demonstrate acceptable and enjoyable ways to be active.

### **Contemplation**

#### **Characteristics**

1. Intend to change in the near future.

2. Time frame of six months is used as a reference.

3. Is aware of the pros and the cons

of changing.

4. A balance of between the pros and cons can cause profound ambivalence and can keep people stuck in this stage.

5. Chronic contemplation is similar to behavioral procrastination.

6. May experience secondary reinforcement at this stage, as just thinking about changing makes them feel good.

7. Fear of sacrificing that which is familiar.

8. Cons of changing must decrease.

9. Self-efficacy is important factor in moving from contemplation and preparation to action.

### **Contemplation Intervention Approaches**

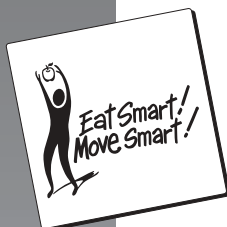
1. Can benefit from physical and social support and by learning ways to overcome and avoid barriers.

2. Address the discomforts associated with change.

3. Small changes in thinking = big changes in action.

4. Begin to introduce educational materials.

5. Talk about pros and cons.



# OVERVIEW

## STAGES OF CHANGE

6. Talk about barriers and how the change can be made; alternative choices.

7. Awareness: posters, payroll stuffers, calendars, table tents, newsletters, awareness presentations.

8. For fruits and vegetables information about skills and ease of preparation.

9. Suggestions on how to eat enough fruit and vegetables in a way that is easy and requires little time and effort.

10. Make fruit and vegetables easily available.

11. For physical activity: emphasize power to draw on available resources, take advantage of opportunities, increase visibility and availability of resources. Foster positive attitudes.

### Preparation Characteristics

1. Plans to take action in the immediate future.
2. Both intention and behavior are important variables.
3. Has a plan of action.
4. May have attempted behavior change in the last year.
5. Begins by taking baby steps, eating

only one bowl of ice cream instead of the entire half gallon; reading labels on food when at the grocery store.

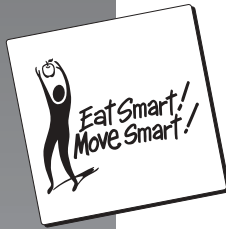
6. This is the person that should be actively recruited into traditional, action behavior change programs.

7. End result = modification of behavior.

### Preparation Intervention Approaches

1. Set a date for action (commitment).
2. Behavior change programs and clinics.
3. Focus on preparing to meet temptation.
4. Focus on self-efficacy.
5. Include small steps for change.
6. Find out what works for them; work with participant to mold the behavior change process.
7. Communicators with study guides; on-line research tools.
8. Provide opportunities and access for the behavior. For physical activity, things that are easy to do, pleasant, entertaining and low cost.

### Action Characteristics



# OVERVIEW

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## STAGES OF CHANGE

1. Exhibits overt, observable behavior.
2. Behavior must meet a criterion agreed on by scientists and professionals that reduces risk for disease. For example, an individual in action is physically active for 30 minutes, most days of the week or eats 5 servings of fruits and vegetables each day.
3. Making steps toward meeting the criteria is not action, but preparation.
4. Pros of changing increase; cons decrease.
5. With success, confidence increases and temptation decreases.

### Action Intervention Approaches

1. Set measurable goals.
2. Focus on benefits of behavior change.
3. Enhance confidence.
4. Recognize accomplishments.
5. Use reward systems and support networks.
6. Recognize triggers for behavior and select new responses that are not self-destructive.

### Maintenance Characteristics

1. Works to prevent a relapse, slip, or backslide.
2. Stage can last anywhere from six months to five years.
3. Studies show that smokers who are abstinent for twelve months have a 43 percent recidivism rate, while those who are abstinent for five years have only a 7 percent relapse.

### Maintenance Intervention Approaches

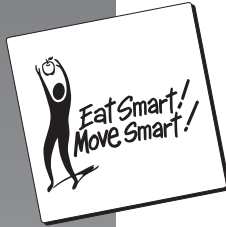
1. Make plans to deal with temptation.
2. Build upon successes.
3. Continue to reinforce behavior.
4. Common threats to maintenance are social pressure, overconfidence, daily temptations or special occasions.

### References:

*Prochaska, J.O., Norcross, J.C., & DiClemente, C.C.* (1994). Changing for Good. New York: Avon Books.

*Prochaska, J.O. and Velicer, W.F.* (1997). The transtheoretical model of health behavior change. Am J Health Promotion, 12(1), 38-48.

*Prochaska, J.O., Redding, C.A.,*

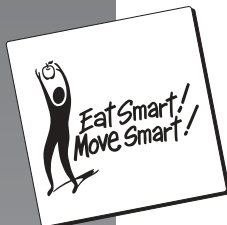


# OVERVIEW

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## STAGES OF CHANGE

*and Evers, K.E.* (1997). The transtheoretical model and stages of change. In K. Glanz, F.M. Lewis, & B.K. Rimer (Eds.), Health behavior and health education (2nd ed., pp. 60-84). San Francisco: Jossey-Bass.



# OVERVIEW

## CRITERIA FOR USE OF THE EAT SMART MOVE SMART LOGO

### *Criteria for use of the Eat Smart Move Smart Logo*

1. Program, agency or business not owned/related to tobacco.
2. Program, agency or business has similar mission and goals as ESMS.
3. Information/methods are science-based (recognized science).
4. Will use ESMS to promote healthy eating patterns and regular physical activity (not a purchased food diet or exercise regime that requires the use of particular machines/equipment).
5. The logo may not be changed in appearance (red apple/black figure; font) except that it may be copied in black and white.
6. No supplement or health food businesses.
7. No weight loss businesses that promote rapid weight loss or supplements and/or medications.
8. No health club or exercise equipment business that promote extreme measures to increase fitness or muscle mass and/or weight loss.

### *Approval process for using ESMS name*

1. Upon request the Department of Health will send the criteria.
2. Request or respond in writing to each criteria.
3. A small group will review and recommend acceptance/rejection of the request.
4. The Department of Health will send a written decision to the requesting party.

#### **Contact:**

**Nancy Neff**

Phone: **(801) 538-6267**

E-Mail: **nneff@utah.gov**

*Updated January, 1999*

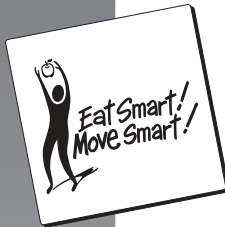


## **SECTION 2:**

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# **PLANNING**

- 🍏 **Management Support .....2-1**
- 🍏 **Committee.....2-12**
- 🍏 **Consumer Research.....2-15**
- 🍏 **Budget Planning.....2-24**



# PLANNING MANAGEMENT SUPPORT

## **Goal:**

To gain visible and sustained support from upper and middle management for the Eat Smart Move Smart Initiative (ESMS).

## **Rationale:**

Support from all levels of management make an initiative much more successful. Do not assume that management will give its full support, especially if agency leaders are not informed and encouraged to be active in the initiative. It's essential to communicate early and frequently with top management. Let them know the goals of ESMS, the benefits and the resources needed to be successful.

## **Steps:**

### **Getting their Attention**

1. Identify a "**Champion**" in executive management who will schedule you on meeting agendas, support budget requests, recruit volunteers from management.
2. Whenever you are invited to discuss ESMS at a meeting with top management, provide a fruit/vegetable treat.

### **Getting their Support**

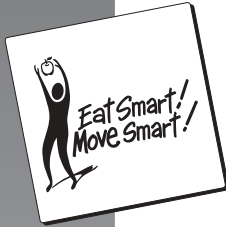
1. Develop a detailed outline of the proposed initiative and role of management in ESMS, including

goals and objectives, all events/activities, role of management, and needed resources. Get sign-off from your Champion. Develop a summary and present to management at least 5-6 months before the start of ESMS.

2. Have top management take an active role by asking them to:
  - ☞ *appoint a representative to the committee.*
  - ☞ *encourage middle management to fully support and participate in ESMS.*
  - ☞ *lead the kickoff and fully participate in events and activities.*
  - ☞ *issue e-mail or public announcements (or both) supporting ESMS.*

### **Follow-Up**

1. Remind management of important dates for events/activities.
2. Provide management with ongoing feedback about number of participants for events/activities.
3. Provide management with ongoing anecdotal information, including success stories, how divisions/offices are cooperating and how others have been affected.
4. Meet with management to report



# PLANNING

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# MANAGEMENT SUPPORT

evaluation results at a regularly scheduled meeting.

## *Lessons Learned:*

1. Make sure the information presented at meetings is brief and concise.
2. Separate the budget into those items needing direct reimbursement (food, printing, supplies) from those that are “in kind” (staff time, administrative leave).
3. Executive Management was more likely to approve administrative leave as incentives than to purchase gift certificates or other prizes.
4. Provide some kind of update at least once a week via e-mail or memo. Make it brief.
5. Remind management that consumer research is driving ESMS.
6. Continue to provide “**healthy snacks**” for meetings even when ESMS is not discussed.
7. Suggestions for environmental and policy changes must be approved in advance of the initiative.





## PLANNING

# MANAGEMENT SUPPORT

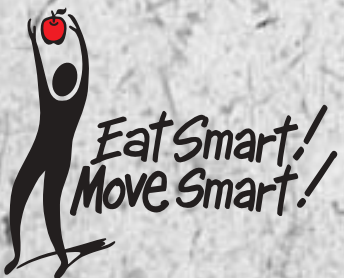
**Executive Management Team (EMT)  
Certificate of Appreciation**

## Certificate of Appreciation

*The Eat Smart Move Smart Committee thanks*

**Jane Doe**

*For Your Sustained and Visible Support of  
Eat Smart Move Smart*



Eat Smart Move Smart Committee



# PLANNING

## MANAGEMENT SUPPORT

What we would like Executive Management to do to promote ESMS

Events & Activities	What we would like Executive Management to do to promote Eat Smart Move Smart				
	INCENTIVES	PHYSICAL PRESENCE	ADMINISTRATIVE SUPPORT	ENVIRONMENT CHANGES	POLICY CHANGES
The Kickoff					
Physical Activity-Walking Groups (ongoing activity)					
Bureau Challenge					
Picnic in the Park					
"Picture This" Treasure Hunt (ongoing activity)					
"Taste Your Way to 5 a Day" Recipe Tasting Contest					
Pat on Your Back Party					



## SAMPLE ONLY

Events & Activities	What we would like Executive Management to do to promote Eat Smart Move Smart				
	INCENTIVES	PHYSICAL PRESENCE	ADMINISTRATIVE SUPPORT	ENVIRONMENT CHANGES	POLICY CHANGES
<b>The Kickoff</b> 5/28/98 9-10 a.m. On the "green" outside cafeteria. Participants will visit 5 information stations: Station 1 - Information about the exercise release policy and the fruit juices for treats Station 2 - Information and sign-up for walking groups and walking groups' leaders. Will hand out "tracking" forms for PA and 5 a Day, and other info about walking around the area. Station 3 - Information about ESMS events - the picnic in the park, treasure hunt, recipe contest Station 4 - Information about 5 a Day and fruit and vegetable treats for all who attend the kick-off. Station 5 - The 50 ways handouts- 50 ways to 5 a Day and 50 Ways to Physical activity. Balloons, music, jugglers and acrobats will help create a festive atmosphere.	☐ 2 hours administrative leave for the winner of a drawing (of those who get a stamp from all of the information stations).	☐ All or majority of EMT present. ** ☐ Announce on PA for everyone to "come on down" on 5/28 a.m. ** ☐ Introduce ESMS initiative and the morning's events at beginning of kick-off. ** ☐ Co-manage information stations. **	☐ Funds for fruit and vegetable snacks. ☐ Co-sign invitation to employees. ** ☐ Issue Div/Office or personal challenges. ☐ Ask bureau and program managers to encourage staff to attend. ** ☐ Include announcement of kick-off in "hot topics" minutes from this meeting.	☐ Announce the planned environment changes.	☐ Announce the planned changes.

\*\* = Approved

# PLANNING MANAGEMENT SUPPORT

What we would like Executive Management to do to promote ESMS



## SAMPLE ONLY

Events & Activities	What we would like Executive Management to do to promote Eat Smart Move Smart				
	INCENTIVES	PHYSICAL PRESENCE	ADMINISTRATIVE SUPPORT	ENVIRONMENT CHANGES	POLICY CHANGES
<p><b>Physical Activity - Walking Groups and Challenge</b> (ongoing activity) Walking groups will provide support, safety and encouragement.</p> <p>Set times will be established for walking groups to leave from building for up to 30 minute walks, 3 times on M, W, F; and 4 times on T and Th.</p> <p>Walking leaders will be recruited for each time.</p> <p>Employees will be encouraged to track time each day spent in physical activity and turn in to bureau leader.</p> <p>ES/MS Bureau leaders will be assigned to track time spent in physical activity (and 5 a Day).</p> <p>Tips for the week will be sent via e-mail</p>	<p>☐ <b>4 hours administrative leave</b> for the bureau leaders. **</p> <p>☐ <b>\$50 gift certificate</b> for walking shoes for each walking group leader (who leads a group for at least 5 weeks) - \$50x30=\$1,500.</p> <p>☐ <b>1 hour administrative leave</b> for each bureau participant in the “winning” bureau each week. **</p> <p>☐ Special category for EMT participation.</p>	<p>☐ Lead “a walk a week with EMT”.</p> <p>☐ Announce ESMS bureau winner each week on PA system.</p> <p>☐ Contribute to “tips for the week” ESMS e-mail.</p>	<p>☐ Ensure each bureau has an ESMS leader. **</p> <p>☐ Encourage staff to volunteer to be walking leaders.</p> <p>☐ Encourage staff to use exercise release time for planned PA.</p> <p>☐ Buy plexi card holders for conference room tables for ESMS messages. **</p> <p>☐ Buy 2 treadmills for fitness center.(1) **</p> <p>☐ Buy 5 bicycles for UDOH employee use during workday.</p>	<p>☐ Approve creation of “scenic stairways” - pictures or murals.</p> <p>☐ Approve adding pin strips to kitchen areas and bathrooms specifically for ESMS messages. **</p> <p>☐ Approve placement of plexi card holders on conference room tables for ESMS messages. **</p> <p>☐ Provide locked storage area for UDOH bicycles.</p> <p>☐ Approve placement of laminated posters in halls and elevators- \$1x100=\$100. **</p>	<p>☐ Approve change in exercise release policy to allow more flexibility, ie, employees can add 30 minutes to morning or afternoon break for planned physical activity.</p>

\*\* = Approved

What we would like Executive Management to do to promote ESMS

# PLANNING MANAGEMENT SUPPORT



## SAMPLE ONLY

Events & Activities	What we would like Executive Management to do to promote Eat Smart Move Smart				
	INCENTIVES	PHYSICAL PRESENCE	ADMINISTRATIVE SUPPORT	ENVIRONMENT CHANGES	POLICY CHANGES
<b>Fruits and Vegetables - Challenge</b> (ongoing activity)  Employees will be encouraged to track the number of fruits and vegetables eaten each day and turn in to bureau leader.  ESMS Bureau leaders will be assigned to track fruit and vegetable consumption (and physical activity)	<input type="checkbox"/> See page 2-6.	<input type="checkbox"/> See page 2-6.	<input type="checkbox"/> Ensure each bureau has an ESMS leader.**  <input type="checkbox"/> Encourage staff to participate.  <input type="checkbox"/> Encourage a healthy fruit and/or vegetable choice at all staff functions when food is served.  <input type="checkbox"/> Buy an attractive fruit and vegetable cart for cafeteria.  <input type="checkbox"/> Add to cafeteria RFP a requirement for more fruit and vegetable entree choices that are low fat, as well as daily stocking of fruit and vegetable cart.	<input type="checkbox"/> An attractive fruit and vegetable cart for cafeteria.	<input type="checkbox"/> NONE

\*\* = Approved

# PLANNING MANAGEMENT SUPPORT

What we would like Executive Management to do to promote ESMS



# PLANNING MANAGEMENT SUPPORT

What we would like Executive Management  
to do to promote ESMS

## SAMPLE ONLY

Events & Activities	What we would like Executive Management to do to promote Eat Smart Move Smart				
	INCENTIVES	PHYSICAL PRESENCE	ADMINISTRATIVE SUPPORT	ENVIRONMENT CHANGES	POLICY CHANGES
<p><b>“Picnic in the Park”</b> June 24, 11:30-1:00</p> <p>Employees will be invited to walk to the park adjacent to the parkway on 10<sup>th</sup> North and have a BYOL picnic.</p> <p>There will be music, balloons, entertainment, and fun ways to do 5 a Day info.</p>	<p>☞ \$25 incentive award for a drawing of those who walk to picnic. **</p> <p>☞ Special category for EMT participation.</p>	<p>☞ Announce on PA for everyone to “join in”.</p> <p>☞ All or majority of EMT will walk to the park and picnic with employees.</p>	<p>☞ Encourage participation.</p>		

\*\* = Approved



# PLANNING MANAGEMENT SUPPORT

What we would like Executive Management  
to do to promote ESMS

## SAMPLE ONLY

Events & Activities	What we would like Executive Management to do to promote Eat Smart Move Smart				
	INCENTIVES	PHYSICAL PRESENCE	ADMINISTRATIVE SUPPORT	ENVIRONMENT CHANGES	POLICY CHANGES
<p><b>“Picture This” Treasure Hunt</b> (ongoing activity)</p> <p>Employees will be given a brochure with photos of 10 places within a 1 mile radius of Cannon and asked to find at least 1 a week while they are walking.</p> <p>Those who participate and submit an entry with all 10 places correctly identified will be eligible to draw for the grand prize.</p>	<p>☞ <b>Round trip tickets for two</b> to a location in the West - Delta or Southwest.</p> <p>☞ Special category for EMT participation.</p>	<p>☞ All or majority will participate in treasure hunt.</p>	<p>☞ Encourage employees to participate.</p>		

\*\* = Approved



# PLANNING

## MANAGEMENT SUPPORT

What we would like Executive Management to do to promote ESMS

### SAMPLE ONLY

Events & Activities	What we would like Executive Management to do to promote Eat Smart Move Smart				
	INCENTIVES	PHYSICAL PRESENCE	ADMINISTRATIVE SUPPORT	ENVIRONMENT CHANGES	POLICY CHANGES
<p><b>“Taste Your Way to 5 a Day”</b></p> <p><b>Recipe Tasting Contest</b> (mid-July)</p> <p>Employees will bring a fruit and/or vegetable dish (with recipe) for entry in a tasting contest.</p> <p>Recipes for all entries will be provided to all who come and taste.</p> <p>Three winners will be chosen - best fruit dish, best vegetable dish, and best overall.</p>	<p>☐ <b>\$25 incentive award</b> for winners. **</p> <p>☐ Special category for EMT participation.</p>	<p>☐ Announce on PA for everyone to “bring your 5 a Day dish” a few days before contest.</p> <p>☐ Announce on PA to join in on the day of contest.</p> <p>☐ All or majority of EMT will enter a dish or serve as judges. **</p>	<p>☐ Encourage staff to participate.</p> <p>☐ Publish recipes in Health Notes.</p>		

\*\* = Approved





# PLANNING MANAGEMENT SUPPORT

What we would like Executive Management  
to do to promote ESMS

## SAMPLE ONLY

Events & Activities	What we would like Executive Management to do to promote Eat Smart Move Smart				
	INCENTIVES	PHYSICAL PRESENCE	ADMINISTRATIVE SUPPORT	ENVIRONMENT CHANGES	POLICY CHANGES
<b>Pat on Your Back Party</b> August 13  Ending celebration - similar to kick off with awarding of prizes to treasure hunt winner, bureaus with most “weekly wins”, and anything else we can think of!	☐ 1 hour administrative leave for participants in “winning bureaus”. **	☐ All or majority of EMT present.  ☐ Announce on PA for everyone to “come on down” on a.m. of event.  ☐ Announce winners of events and talk about ESMS successes. **	☐ Funds for fruit and vegetable snacks. **  ☐ Encourage bureau and program managers to encourage staff to attend.  ☐ Include announcement of celebration in “hot topics” minutes of EMT meeting prior to event.	☐ Announce permanent changes.	☐ Announce permanent changes.

\*\* = Approved



# PLANNING COMMITTEE

## *Goal:*

To organize a group of interested, committed employees who will work as a team in developing, implementing and evaluating the Eat Smart Move Smart Initiative (ESMS).

## *Rationale:*

The ESMS Committee is vital to the success of the initiative. The committee needs members who have good, creative ideas for promoting and implementing events and activities. Members provide the staffing power and organizational links for ESMS. Team captains can be committee members.

## *Steps:*

### **Determine Criteria for Membership**

1. Number of members should be ESMS director and 5-10 members (depending on size of agency).
2. Members should be formal or informal leaders of various employee groups, including top and middle management, program staff, and support staff.
3. Members who can meet frequently for 4-5 months.
4. Members who are enthusiastic and have good communication skills (A nice bonus would be if they also had specific skills/knowledge

of social marketing, health promotion, advertising, exercise, nutrition).

5. Include employees with differing levels of fitness and eating habits - everyone can improve and you don't want ESMS to seem exclusive.

### **Committee Responsibilities**

1. Develop and conduct consumer research.
2. Develop messages, products and promotion based on research.
3. Promote events and activities.
4. Distribute materials to team captains.
5. Solicit prizes.
6. Make arrangements for refreshments/rooms/entertainment for events.
7. Staff events and activities.
8. Collect and compile participation data.
9. Develop and conduct evaluations.

### **Invite Members to Join**

1. Ask executive management to sign the personal letter of invitation to serve on the committee. Letter should include time commitment, frequency of meetings, and overview of responsibilities. It



# PLANNING COMMITTEE

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should stress the importance of ESMS and their participation as keys to success.

2. Follow above letter with call or e-mail from ESMS director.

## **Meetings**

1. Plan to meet often; about once a week.
2. Schedule meetings in advance (1-2 months in advance) at a regular time and day of the week when most members can routinely attend. Try to avoid changing time/date.
3. Meetings should last about 1-2 hours. If more time is needed, schedule another meeting.
4. Always have an agenda.
5. Always have someone take minutes. Minutes should reflect actions taken, assignments made, who is responsible, and due dates/timelines.

## **Establish Subgroups for Events/Activities**

1. Ask members to volunteer to work on the events/activities that are of particular interest to them.
2. A leader of each subgroup should be chosen to ensure work is progressing well.

## **Maintain Communication**

1. Establish a routine way to update

all members of progress between meetings, such as e-mail groups or brief memos.

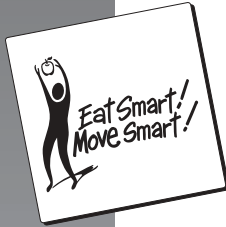
2. Subgroup leaders should report at meetings on progress.

## **Recognize Success**

1. After each event/activity, members should be thanked and congratulated. If appropriate and permitted, recognize effort for major events with small incentives awards, like 1 hour of administrative leave or \$10-25 incentive award.
2. At the end of initiative, provide committee members with a certificate of appreciation, financial incentive awards, or administrative leave. They should be publicly thanked and recognized.

## ***Lessons Learned:***

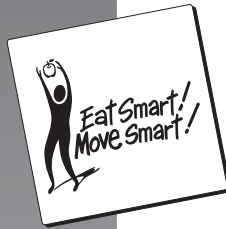
1. There should be an ESMS director whose primary responsibility is ensuring that committee members accomplish assignments on time and with quality.
2. Keep consumer research as the basis for all discussions.
3. Each subgroup should have a leader who is responsible for ensuring that assignments are accomplished on time.



# PLANNING COMMITTEE

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4. Keep agendas brief - discussion always takes more time than expected.
5. Committee needs to stay on task - easy to get side tracked because of the volume of work and personal interest/perspectives in different aspects of ESMS.
6. Committee needs to complete timeline, list of tasks, and responsibilities very early in the initiative. Meetings should reflect that plan.



# PLANNING

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## CONSUMER RESEARCH

### ***Goal:***

To develop an understanding of the needs, wants and expectations of the audience.

### ***Rationale:***

Consumer Research is one of the most important tenants of social marketing: It enables the developers to understand the ***needs, wants*** and ***expectations*** of the target audience and to develop messages, activities and events appropriately.

### ***Steps:***

#### **Market Research Survey**

1. Develop a four question survey (see page 2-17) to determine interest in participating in focus groups and a two month initiative, and the current consumption of fruits and vegetables and 30 minutes of physical activity on most days of the week.
2. Pretest and modify the survey.
3. Distribute the survey to all customers.
4. Analyze results and determine target audience.
5. Develop questions for focus groups.

6. Identify focus group participants in target group.
7. Conduct focus groups during regular work hours (taking 1½ hours each) in an appropriate environment (see page 2-18).
8. Conduct one-on-one interviews with participants in target group.
9. Analyze findings from the focus groups and individual interviews. Use to refine initiative strategies and components.

#### **Develop the Messages & Activities**

1. Use qualitative data from the focus groups and interviews to determine communication channels and messages.
2. Do brainstorming to come up with messages, events, and activities that fit the themes identified from research.
3. Pretest planned messages and activities with customers via phone interviews (see page 2-20).
4. Revise planned messages and activities based on feedback.



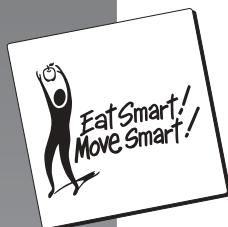
# PLANNING

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# CONSUMER RESEARCH

## *Lessons Learned:*

1. Assure confidentiality of all surveys to increase the response rate.
2. Record and video tape focus groups checking sound to make sure every word can easily be heard.
3. Conduct focus groups during work time with approval from supervisors for participation.
4. Give a small incentive to focus group and interview participants.
5. Assure the initiative components match what focus groups and interviews say they want.

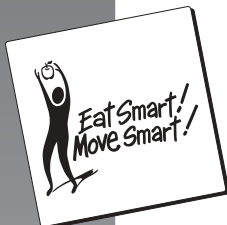


# PLANNING

## CONSUMER RESEARCH

### UDOH Market Research Survey

1. *How likely is it that you would participate in a two-month, self-paced program here in the Cannon building designed to promote better eating and exercise?*
  - a. Very likely
  - b. Somewhat likely
  - c. Somewhat unlikely
  - d. Very unlikely
2. *How willing would you be to participate in small group discussions, interviews or surveys to help design a program that would be fun, motivating and successful for Department employees?*
  - a. Very willing
  - b. Somewhat willing
  - c. Somewhat unwilling
  - d. Very unwilling
3. *Which of the following statements best represents your consumption of fruit and vegetables (a serving of fruit or vegetables = 1 cup fresh vegetables; ½ cup cooked vegetables; 1 medium piece of fresh fruit; 1 cup fruit; or ¾ cup juice)?*
  - a. I currently eat a combination of 5 or more fruit and vegetables per day and have done so for six months or longer.
  - b. I currently eat a combination of 5 or more fruit and vegetables per day but have done so for less than 6 months.
  - c. I eat a combination of 5 fruit and vegetables some days of the week but intend to increase this to all days of the week within the next month.
  - d. I intend to begin eating a combination of 5 fruit and vegetables per day within the next six months.
  - e. I do not eat a combination of 5 fruit and vegetables per day and do not intend to do so in the foreseeable future.
4. *Which of the following statements best represents your involvement in moderate physical activity (e.g., 30 minutes of brisk walking or raking leaves, 15 minutes of running, or 45 minutes of playing volleyball or other sports, etc.)?*
  - a. I currently engage in moderate physical activity on most, if not all days of the week and have done so for at least 6 months.
  - b. I currently engage in moderate physical activity on most, if not all days of the week but have done so for less than 6 months.
  - c. I engage in moderate physical activity some days of the week but intend to increase this to all days of the week within the next month.
  - d. I intend to engage in moderate physical activity on most, if not all days of the week within the next six months.
  - e. I do not currently engage in moderate physical activity and do not intend to do so in the foreseeable future.



# PLANNING CONSUMER RESEARCH

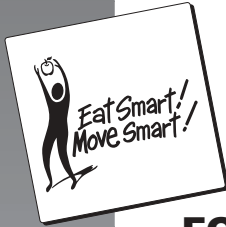
## FOCUS GROUP & INTERVIEW QUESTIONS

1. *How do you get information in the Cannon Health Building (44 Medical)?*
  - 1) Out of the ways of receiving information you just listed, which do you prefer?
  - 2) Why do you prefer it?
  - 3) How often do you think you need to hear a message before you take action?
2. *Think back to a time when you were successful in making a change related to health.*
  - 1) What kind of barriers or roadblocks did you run into?
  - 2) What helped you or would have helped you the most in making a change?
3. *Think about a self-paced program to assist employees in eating more fruits and vegetables and being more physically active. What would help you the most in participating a program like this?*
  - 1) What would motivate you to achieve your goals?
  - 2) What type of support would you like?
  - 3) How often would you like to receive support?
4. *What type of physical activity is enjoyable to you?*
  - 1) What benefits do you perceive from being physically active?
  - 2) What would help you increase your ability to be physically active?
  - 3) What kind of rewards would help you be physically active?
  - 4) What interferes with your ability to be physically active?
5. *What type of fruits and vegetables do you enjoy?*
  - 1) What benefits do you perceive from eating more fruits and vegetables?
  - 2) What would help you increase your ability to eat more fruits and vegetables?
  - 3) What kind of rewards would help increase your fruit and vegetable consumption?
  - 4) What interferes with your ability to eat more fruits and vegetables?
6. *Thinking about your work environment, what would help you eat more fruits and vegetables and be more physically active?*

Definition of a work environment could include:

  1. Cafeteria





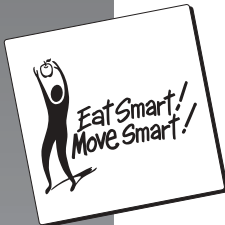
# PLANNING

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## CONSUMER RESEARCH

### FOCUS GROUP & INTERVIEW QUESTIONS (CONT.)

2. Break room and conference rooms
  3. Entry ways and parking lot
  4. Lobby
  5. Jordan River Parkway and field
  6. Elevators and stair wells
  7. Neighborhood around DOH building
- 
7. *Thinking about your time away from work, what would help you eat more fruits and vegetables and be more physically active?*



# PLANNING

## CONSUMER RESEARCH

### Phone Interviews to Test Events/Activities/Policy Change for the Dept of Health ESMS Project

The following questions describe some events that are planned for the next couple of months at the Cannon Health Building to encourage employees to get 30 minutes of physical activity and eat 5 fruits and vegetables each day. I will read a short description of the activity and then ask you for your opinion.

#### ***Eat Smart Move Smart, Kick Off Event***

This will be a one hour, outdoor event for all employees. Executive Management will be there to support and participate in the project. There will be food, fun, music, entertainment, and lots of ideas on how to Eat Smart, Move Smart, and 5 information stations with news about upcoming events. Everyone who attends will get a great prize.

*Overall, what is your reaction to this activity?*

- ☐ Great activity
- ☐ A pretty good activity
- ☐ Just a so-so activity
- ☐ Waste of time

*On a scale of 1 to 5, with 1 being low and 5 being high, how likely would you be to participate in this activity?*

1      2      3      4      5

*What interests you most about this activity?*

*What don't you like about this activity?*

*Would you encourage your co-workers to*

*participate in this activity?*

*Any suggestions to make the activity better?*

#### ***Eat Smart, Move Smart, Picnic in the Park***

Employees will be invited to walk to the park adjacent to the parkway on 10<sup>th</sup> North and have a "bring your own lunch" picnic. There will be music, balloons, entertainment and fun ways to do 5 a day. This will be a one time event.

*Overall, what is your reaction to this activity?*

- ☐ Great activity
- ☐ A pretty good activity
- ☐ Just a so-so activity
- ☐ Waste of time

*On a scale of 1 to 5, with 1 being low and 5 being high, how likely would you be to participate in this activity?*

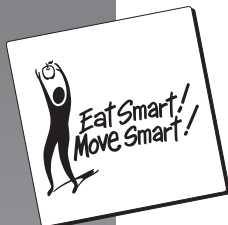
1      2      3      4      5

*What interests you most about this activity?*

*What don't you like about this activity?*

*Would you encourage your co-workers to participate in this activity?*

*Any suggestions to make the activity better?*



# PLANNING

## CONSUMER RESEARCH

### Phone Interviews to Test Events/Activities/Policy Change for the Dept of Health ESMS Project - (cont.)

#### *Eat Smart, Move Smart, Walking and 5 a day Challenge*

This is a challenge for all Dept of Health employees. Progress will be tracked by Bureaus, and not by individual employees. The progress of each Bureau will be displayed in a visible area. Employees will keep track of how many minutes of physical activity and how many servings of fruits and vegetables they eat. Every other week, employees will turn in anonymous progress charts to Bureau leaders. At the end of 10 weeks the Bureau with the most points wins (by percentage of employees) a great prize. There will also be bi-weekly drawings for prizes.

*Overall, what is your reaction to this activity?*

- ☐ Great activity
- ☐ A pretty good activity
- ☐ Just a so-so activity
- ☐ Waste of time

*On a scale of 1 to 5, with 1 being low and 5 being high, how likely would you be to participate in this activity?*

1      2      3      4      5

*What interests you most about this activity?*

*What don't you like about this activity?*

*Would you encourage your co-workers to participate in this activity?*

*Any suggestions to make the activity better?*

#### *Picture This. Eat Smart Move Smart, It's Everywhere you Go.*

This is a photo treasure hunt. Each employee will receive a packet which includes a picture of 10 hidden treasures within a 1 mile radius of the Dept of Health. During a 10 week period, the employee has to walk and find the location of each of the hidden treasures. Those who participate and submit an entry with all 10 places correctly identified and answers some questions about fruits and vegetables will be eligible to draw for the grand prize.

*Overall, what is your reaction to this activity?*

- ☐ Great activity
- ☐ A pretty good activity
- ☐ Just a so-so activity
- ☐ Waste of time

*On a scale of 1 to 5, with 1 being low and 5 being high, how likely would you be to participate in this activity?*

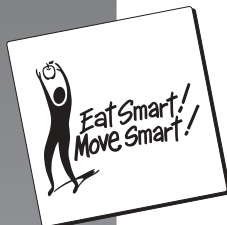
1      2      3      4      5

*What interests you most about this activity?*

*What don't you like about this activity?*

*Would you encourage your co-workers to participate in this activity?*

*Any suggestions to make the activity better?*



# PLANNING

## CONSUMER RESEARCH

### Phone Interviews to Test Events/Activities/Policy Change for the Dept of Health ESMS Project - (cont.)

#### *Eat Smart, Taste and Recipe Contest*

Dept of Health employees will enter their favorite recipes that contain either fruit or vegetables and are low in fat. Employees will bring a sample of their recipe for a taste test contest, judged by employees and Executive Management. Copies of each recipe will be provided for employees to take. The recipes will also be printed in Health Notes. Three winners will be chosen: best fruit, best vegetable and best overall and each will receive a great prize. This is a one time event.

*Overall, what is your reaction to this activity?*

- ☐ Great activity
- ☐ A pretty good activity
- ☐ Just a so-so activity
- ☐ Waste of time

*On a scale of 1 to 5, with 1 being low and 5 being high, how likely would you be to participate in this activity?*

1      2      3      4      5

*What interests you most about this activity?*

*What don't you like about this activity?*

*Would you encourage your co-workers to participate in this activity?*

*Any suggestions to make the activity better?*

#### *Move Smart Walking Groups*

Walking groups will be established for daily walks. Set times will be

determined for the walking groups to leave from the Cannon Building. For example, MWF @ 10-12-2 and Tu, TH @ 7-9-11-1. Walking leaders will be responsible to lead the group. These leaders will occasionally include Executive Management, bureau directors and program managers. The walks will last 30 minutes or less. Employees can participate at their convenience and it isn't necessary to always walk with the same group. This will be an ongoing event.

*Overall, what is your reaction to this activity?*

- ☐ Great activity
- ☐ A pretty good activity
- ☐ Just a so-so activity
- ☐ Waste of time

*On a scale of 1 to 5, with 1 being low and 5 being high, how likely would you be to participate in this activity?*

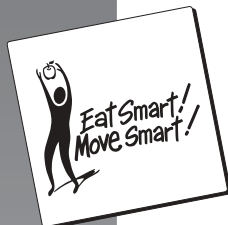
1      2      3      4      5

*What interests you most about this activity?*

*What don't you like about this activity?*

*Would you encourage your co-workers to participate in this activity?*

*Any suggestions to make the activity better?*



# PLANNING

## CONSUMER RESEARCH

### Phone Interviews to Test Events/Activities/Policy Change for the Dept of Health ESMS Project - (cont.)

#### *Policy and Environmental Changes*

*On a scale of 1 to 5, with 5 being the highest, how important are each of the following proposed policy and environmental changes in helping you to eat more fruits and vegetables and get 30 minutes of physical activity.*

1. **Photos** on stairway walls.

1      2      3      4      5

2. Management support **release time for exercise.**

1      2      3      4      5

3. A **walk a week** with someone from **Executive Management Team.**

1      2      3      4      5

4. A **walk a week** with a **bureau director.**

1      2      3      4      5

5. **Weekly tips** on the PA system by Rod Betit, Scott Williams & Dick Melton.

1      2      3      4      5

6. **Bikes** available at the Dept of Health for rides outside, during the day.

1      2      3      4      5

7. More outdoor **bike racks.**

1      2      3      4      5

8. **Cafeteria** to offer more choices for salad bar; fresher fruit; more fruit and vegetables to chose from.

1      2      3      4      5

9. A **fruit and vegetable cart** available at the Dept of Health.

1      2      3      4      5

10. Dept of Health **community garden.**

1      2      3      4      5

11. **Laminated posters** in halls and elevators with Eat Smart, Move Smart messages.

1      2      3      4      5

12. **Plexi card holders** on conference room tables with Eat Smart, Move Smart messages.

1      2      3      4      5

13. Eat Smart, Move Smart **messages** in kitchen and bathrooms.

1      2      3      4      5

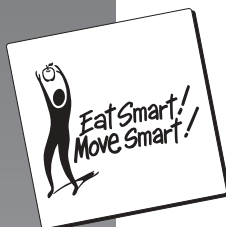


# PLANNING

## BUDGET PLANNING

### Budget Planning Worksheet

DIRECT COSTS:	IN-KIND COSTS:	TOTAL:
<b>Kickoff</b> \$ _____	\$ _____	\$ _____
Printing _____	Staff Time _____	
Copying _____	Incentives _____	
Food _____		
<b>Consumer Research</b> \$ _____	\$ _____	\$ _____
Printing _____	Staff Time _____	\$ _____
Copying _____	Rooms _____	
Refreshments _____	Facilitator _____	
Video tapes _____	Interviewer/s _____	
Audio tapes _____		
<b>Picture This</b> \$ _____	\$ _____	\$ _____
Photography _____	Staff Time _____	
Printing _____	Incentives _____	
<b>Challenge</b> \$ _____	\$ _____	\$ _____
Printing _____	Staff Time _____	
Copying _____	Incentives _____	
<b>Walking Groups</b> \$ _____	\$ _____	\$ _____
Printing _____	Staff Time _____	
Copying _____	Incentives _____	
<b>Picnic in the Park</b> \$ _____	\$ _____	\$ _____
Printing _____	Staff Time _____	
Copying _____	Incentives _____	
Refreshments _____		
<b>Taste Your Way to 5 A Day</b> \$ _____	\$ _____	\$ _____
Printing _____	Staff Time _____	
Copying _____	Incentives _____	
Food _____		
<b>Display Table</b> \$ _____	\$ _____	\$ _____
Printing _____	Staff Time _____	
Copying _____	Display Equipment _____	
<b>Pat on the Back Party</b> \$ _____	\$ _____	\$ _____
Printing _____	Staff Time _____	
Copying _____	Room _____	
Refreshments _____	Incentives _____	
Entertainment _____		
<b>Other</b> \$ _____	\$ _____	\$ _____



# PLANNING

## BUDGET PLANNING

### UDOH ESMS Example of Direct Costs Presented to Executive Management Team (EMT)

Events & Activities	Requested Budget	Actual Expenses
<b>The Kick-off</b> 5/28/98 9-10 a.m.	☞ Funds for fruit & vegetable snacks - $\$2 \times 500 = \$1,000$ <b>Total = \$1,000</b>	☞ Food = \$782 ☞ Helium = \$18 ☞ Balloons/ Waterbottles - = \$500
<b>Physical Activity - Walking Groups</b>	☞ \$50 gift certificate for walking shoes for each walking group leader (who leads a group for at least 5 weeks) - $\$50 \times 30 = \$1,500$ ☞ Buy plexi card holders for conference room tables for ES/MS messages - $\$2 \times 50 = \$100$ ☞ Buy 2 treadmills for fitness center - $\$750 \times 2 = \$1,500$ ☞ Buy 5 bicycles for UDOH employee use during workday - $\$200 \times 5 = \$1,000$ ☞ Provide land, fencing, equipment for UDOH community garden - \$4,000 ☞ Pay for lamination of posters to be used in halls and elevators - $\$1 \times 100 = \$100$ <b>Total = \$4,200</b>	☞ Treadmill - = \$1,000
<b>Fruits and Vegetables</b> (ongoing activity)	☞ Buy an attractive fruit and vegetable cart for cafeteria - \$1,000 <b>Total = \$1,000</b>	☞ Plates, cups, etc. = \$43 ☞ Printing & laminating - = \$500
<b>“Picnic in the Park”</b> June 24, 11:30-1:00	☞ 1 - \$25 prize for the winner of a drawing for those who walk to picnic <b>Total = \$25</b>	☞ Bottled water = \$60
<b>“Picture This” Treasure Hunt</b>	☞ Round trip tickets for two to a location in the West - Delta or Southwest - $\$300 \times 2 = \$600$ <b>Total = \$600</b>	☞ Card Holders = \$125 (\$2/each)
<b>“Taste Your Way to 5 a Day” Recipe Tasting Contest</b>	☞ \$25 prize for winners - $\$25 \times 3 = \$75$ <b>Total = \$75</b>	☞ Administrative leave ☞ Staff time
<b>“Pat on the Back” Party</b>	☞ Funds for fruit and vegetable snacks - $\$2 \times 500 = \$1,000$ <b>Total = \$1,000</b>	
	<b>Grand Total = \$7,900</b>	<b>= \$3,028</b>



## **SECTION 3:**

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# **PROMOTION & IMPLEMENTATION**

### **Potential Communication Channels:**

<b>Bureau (Team) Leaders.....</b>	<b>3-1</b>
<b>Display Table.....</b>	<b>3-3</b>
<b>E-Mail Messages .....</b>	<b>3-4</b>
<b>Public Announcements .....</b>	<b>3-5</b>
<b>Posters .....</b>	<b>3-7</b>

### **Potential Events & Activities:**

<b>Planning Grid.....</b>	<b>3-9</b>
<b>Kick-Off .....</b>	<b>3-10</b>
<b>Picnic.....</b>	<b>3-13</b>
<b>Recipe Contest.....</b>	<b>3-15</b>
<b>Bureau Challenge.....</b>	<b>3-16</b>
<b>Walking Groups .....</b>	<b>3-22</b>
<b>Picture This Contest .....</b>	<b>3-29</b>
<b>Pat on the Back Party .....</b>	<b>3-33</b>

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# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION CHANNELS:

### Bureau (Team) Leaders

#### *Goal:*

To assist with the marketing and running of the Eat Smart Move Smart (ESMS) initiative.

#### *Rationale:*

The bureau leaders are essential for the success of this initiative. They are the point of contact between the program's administration and the participants.

In a program with several hundred employees or in several locations the bureau leaders make it possible to stay in contact with participants and collect information from them in a manageable way.

#### *Responsibilities:*

1. Distribute, collect and turn in pre- and posttest surveys to bureau personnel.
2. Distribute tracking forms to all interested bureau personnel.
3. On a bi-monthly basis, collect all tracking sheets from employees in the bureau, tally the number of minutes of physical activity and the number of servings of fruits and vegetables and forward the total to the program administrator (see bi-weekly tracking form).
4. Distribute or post information in the bureau about various activities and events.

5. Encourage employee participation in the initiative.

#### *Reward(s):*

Upon completion of the initiative, receive up to four (4) hours of administrative leave and a gift certificate for successfully completing the responsibilities.

#### *Recruitment:*

Assign or ask for volunteers.

#### *Training:*

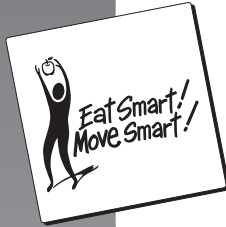
Conduct a one hour training session to familiarize all leaders with the goals and objectives of the ESMS initiative, to go over their responsibilities and all paperwork, to let them know what they receive for completing this assignment and to answer any questions.

#### *Follow-Up:*

Provide ongoing feedback and information to bureau leaders about ESMS programs.

#### *Lessons Learned:*

1. If possible, request volunteers to act as team leaders since assigning someone does not necessarily provide people who are interested, committed and willing to complete the responsibilities of the position.



## **PROMOTION & IMPLEMENTATION**

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# **POTENTIAL COMMUNICATION CHANNELS:**

### **Bureau (Team) Leaders**

2. Keep paperwork and tallying expected of team leaders at a minimum.
3. Provide incentives throughout the initiative to keep them enthused and involved.
4. Have bureau (team) leaders involved throughout the initiative to provide ongoing feedback.



# PROMOTION & IMPLEMENTATION

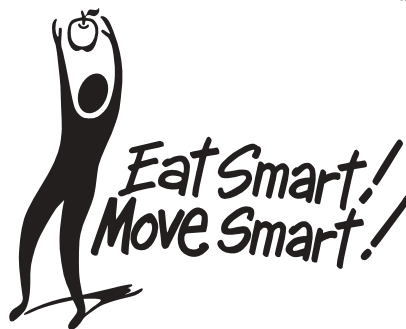
## POTENTIAL COMMUNICATION CHANNELS:

### Bureau (Team) Leaders

#### SAMPLE

#### Bureau Leader's Responsibilities

1. Distribute pre-campaign assessment to ALL Bureau staff. Assure return by 5 pm on Wednesday, May 27. Submit assessments to Chris Chalkley in Health Education by 5 pm Thursday, May 28.
2. Collect and total Bureau's bi-weekly tracking sheets for 5-a-Day and physical activity.
3. Forward Bureau's summary tracking sheet totals to Kelly Robinson in Healthy Utah every second Monday starting June 1 - August 7.
4. Post Bureau progress on Bureau tracking poster. Posters will be made available.
5. Distribute post-campaign assessments to ALL Bureau staff. Assure return by 5 pm on Monday, August 27. Submit assessments to Chris Chalkley in Health Education by Tuesday, August 28 at 5 pm.
6. Receive incentive for your support and completion of the above!





**PROMOTION & IMPLEMENTATION  
POTENTIAL COMMUNICATION  
CHANNELS:  
Bureau (Team) Leaders**

**SAMPLE**

Posted outside each leader's office

**I am your BUREAU LEADER  
for the  
Eat Smart Move Smart Challenge**



***Eat Smart!  
Move Smart!***

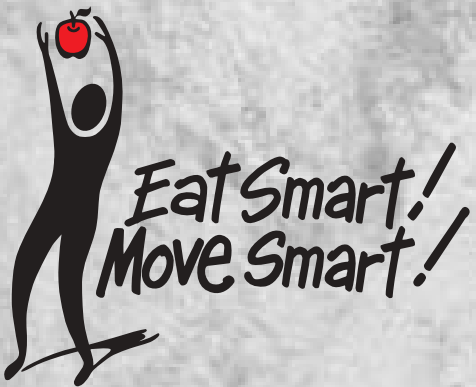
**See me for details...**



**PROMOTION & IMPLEMENTATION  
POTENTIAL COMMUNICATION  
CHANNELS:  
Bureau (Team) Leaders**

**SAMPLE**

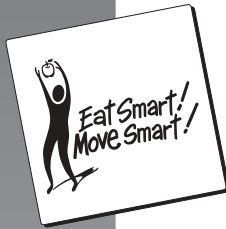
**Administrative Leave Award**



**Congratulations!**  
**4 Hours of Administrative Leave**  
**Awarded to:**

**Jane Doe**

*Thank you for all your work to make  
Eat Smart Move Smart a success  
by being a Bureau Leader*



# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION CHANNELS: Display Table

### *Goal:*

To develop a central location where information concerning the Eat Smart Move Smart (ESMS) initiative can be distributed in an eye-catching and interesting format.

### *Rationale:*

Focus groups and individual interviews determine the communication channels that people want. A central place where customers can go for additional information about activities is another method of communicating with the target population.

### *Steps:*

1. Set up a display table in a central location.
2. Provide posters and handouts about physical activity and fruits and vegetables.
3. Provide additional information for various activities.
4. Display pictures of participants involved in the initiative.
5. Also, post a list of winners bi-weekly.

### *Lessons Learned:*

1. It was difficult keeping the handouts and forms well stocked at the display.
2. The display items could have been changed frequently. More advanced planning would help to make the display table more interesting. The same items were displayed for too long before being rotated.



# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION CHANNELS: E-Mail Messages

### *Goal:*

To provide weekly informational messages on how to incorporate physical activity and fruits and vegetables into busy lives; to keep participants involved in the initiative; to give reminders about activities and events and to update employees on the winners of the bureau challenge.

### *Rationale:*

Focus groups and individual interviews determine the communication channels that people want. E-mail may be one of the easiest methods for educational and motivational messages.

### *Steps:*

1. Divide committee members into teams with each team responsible for messages in a specific area - physical activity or nutrition.
2. Rotate responsibilities for developing messages among team members.
3. Send messages out late Friday afternoon or early Monday morning each week.

### *Lessons Learned:*

1. Team members need to be organized and clear on who is responsible for writing the

messages, what the rotation schedule is and who is responsible for combining the messages and actually sending them out.

2. Messages should be short, to the point, fun to read but not '*too cute*'.
3. Weekly e-mail messages were too frequent.



# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION CHANNELS:

### Public Announcements

#### Goal:

To use a channel identified by consumer research to communicate consistent messages to large numbers of customers at the same time.

#### Rationale:

The public announcement system (PA) reaches all customers at the same time with the same message. It provides a timely way to inform customers of events and activities.

#### Steps:

1. Create a subgroup to develop and deliver PA messages.
2. Obtain approval from management to use PA for delivering ESMS messages. Clarify the times messages can be delivered and the length of messages allowed.
3. Based on consumer research, identify those messages that are best delivered via PA.
4. Develop messages.
5. Develop a schedule of times/dates, messages, staff assigned to do them, and a backup staff person for each message.
6. During mid course consumer research, ask about effectiveness and clarity of PA messages.

#### Lessons Learned:

1. Some customers find PA announcements very irritating, and they are not shy about saying so. When those customers are also

executive management, they want to restrict the announcements to times when customers won't be disturbed - basically when no one is in the building!

2. Announcements were best received when they were brief and specific about an event that was going to happen in the near future.
3. If no one is in charge and there is no schedule with assignments, there is chaos!

#### Examples of UDOH ESMS PA Messages

☺ *May I have your attention please?*

*Let me tell you about a great way to share your favorite recipes for fruits and vegetables.*

*The Taste Your Way to 5 A Day contest starts today. Pick up an entry form at the ESMS display table by the first floor elevators. Once you've filled it out, put it in the recipe contest box on the same display table by June 30<sup>th</sup>.*

*Check with your Bureau Leader for more information about the recipe contest and the walking groups.*

*Enjoy your day!*





## PROMOTION & IMPLEMENTATION

# POTENTIAL COMMUNICATION CHANNELS:

### Public Announcements

☺ *May I have your attention please?*

*Have you been eating more fruits and vegetables?*

*Are you more physically active?*

*Did you survive these ESMS PA announcements, the weekly e-mails, the posters, the bureau challenge? Did you listen to (or make) those lame and flimsy excuses about NOT participating in the challenge?*

*Were you checked out by the local food police?*

*Yes?! Then come to the Pat on the Back Party on August 13 from 9-10 a.m. Enjoy food, fun, awards, and prizes. See you there.*

☺ *May I have your attention please?*

*Are you wondering how you're going to get your physical activity on days when it rains or is really hot?*

*Are you wondering what you'll put on your ESMS challenge tracking form on those days?*

*Well, wonder no more!*

*The Fitness Center is offering a special ESMS membership for only \$5.00*

*Go on down to the Fitness Center open house today, Wednesday, and Thursday and check out the great equipment and aerobics classes.*

*There will be an ESMS representative there at 10 a.m. and 2 p.m. on all three days to show you the ropes.*

*Remember - ESMS - It's a smart move.*

#### **Temporary Fitness Center Membership**

Valid for the duration of the *Eat Smart Move Smart* Program (June 15th - August 8th)

\$5 can be transferred to a one year membership after August 8th. Call **Kelly Robinson** at 538-6004 to renew.

I \_\_\_\_\_  
accept the risks and liability  
associated with exercise and will  
not hold the fitness center liable





## **PROMOTION & IMPLEMENTATION**

# **POTENTIAL COMMUNICATION CHANNELS: Posters**

6. Positive comments were heard about the mirror image posters, which were used in the bathrooms on the wall across from the mirrors.



**PROMOTION & IMPLEMENTATION**  
**POTENTIAL COMMUNICATION**  
**CHANNELS: Large Posters**  
*(stay in place throughout the initiative)*



***Eat Smart!  
Move Smart!***

For more information call 538-6141

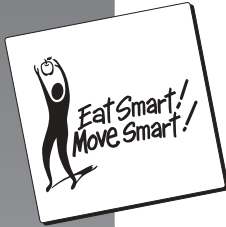
**PHYSICAL ACTIVITY  
IS FUN!**

Find an activity  
you enjoy...



it has to be fun or you  
won't stick with it!

**small poster  
attaches to  
large poster,  
and changes**



# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION CHANNELS: Posters

### *Goal:*

To use as a channel to increase awareness of the Eat Smart Move Smart (ESMS) message. The posters are used as a constant reminder of the initiative and as a way to get information out.

### *Rationale:*

Strategically placed posters are a productive channel of communication.

Messages need to change in order to keep the interest of the target group.

The “best” messages for preparers give helpful hints and tips. Avoid messages telling them what to do and why to do it.

### *Steps:*

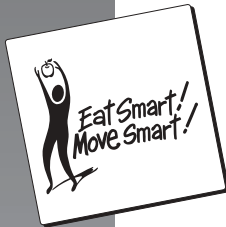
1. Review information from the target group to identify appropriate messages for the smaller posters.
2. Create posters (see examples).  
Create large posters with name, logo, and phone number for more information. These remain in place for the duration of the initiative. Create smaller posters with specific messages and attach to the large posters.
3. Change smaller poster messages weekly.

### *Staffing:*

1. Assign enough staff to change posters each week.
2. Develop a schedule of assignments.
3. Have a “poster leader.”

### *Lessons Learned:*

1. Asking for permanent poster holders throughout the building or pin strips would have helped solve the problem of posters falling off the walls and being thrown away.
2. One person coordinating the posters would have reduced the lack of direction for changing posters and confusion on which posters were to be used each week.
3. A map of where the posters were located would have helped in changing posters and taking them down at the end of the ten weeks.
4. Using creative and eye-catching artwork with short messages kept the posters interesting and readable.
5. Keeping the messages positive and not preachy, messages relating to target group’s barriers, and changing the posters each week, followed what our target group asked for.



# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION CHANNELS:

### Large Mirror Image Posters



**small poster  
attaches to  
large poster,  
and changes**







## PROMOTION & IMPLEMENTATION

### POTENTIAL COMMUNICATION CHANNELS: 11" x 17" Posters (small posters that change weekly)

#### FRUITS & VEGETABLES ARE EASY!

What could be easier than:

-  A **carrot** in your briefcase?
-  An **apple** in your car?
-  Dried **fruit** in your desk?
-  Frozen **vegetables** in your microwave?

#### FRUITS & VEGETABLES ARE EASY!

Drinking fruit juice can be as easy as grabbing a can of soda!






Try individual servings of 100% juices such as orange, pineapple, and grapefruit.

#### FRUITS & VEGETABLES ARE EASY!

It's easy to eat 5 a day.

What counts as a serving?  
*Just size it up!*

- 1 medium potato = 
- 1 medium orange or apple = 
- 1/2 cup chopped vegetables = 

#### FRUITS & VEGETABLES ARE EASY!

Fruits & vegetables are easy to take with you.

They have **NO** requirements:

- ✗ **NO** measuring required!
- ✗ **NO** cooking required!
- ✗ **NO** utensils required!



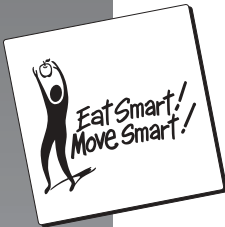
#### FRUITS & VEGETABLES ARE EASY!

##### SHOP & SERVE

Most supermarkets offer a variety of pre-cut and packaged fruits & vegetables.



*It's ready to eat when you are!*



# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION CHANNELS: 11" x 17"

### Mirror Image Posters

**FRUITS & VEGETABLES ARE EASY!**

What could be easier than:

- A carrot in your briefcase?
- An apple in your car?
- Dried fruit in your desk?
- Frozen vegetables in your microwave?

**FRUITS & VEGETABLES ARE EASY!**

Drinking fruit juice can be as easy as grabbing a can of soda!

Try individual servings of 100% juices such as orange, pineapple and grapefruit.

**FRUITS & VEGETABLES ARE EASY!**

It's easy to eat 2 a day.

What counts as a serving? Just size it up!

- 1 medium potato = 1 cup of cooked beans
- 1 medium orange or apple = 1 baseball
- 1 1/2 cup chopped vegetables = 2 regular ice cubes

**FRUITS & VEGETABLES ARE EASY!**

Fruits & vegetables are easy to take with you.

They have NO requirements:

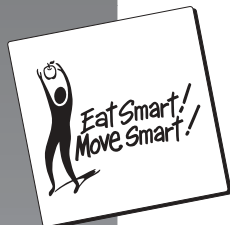
- × NO measuring required!
- × NO cooking required!
- × NO utensils required!

**FRUITS & VEGETABLES ARE EASY!**

SHOP & SERVE

Most supermarkets offer a variety of pre-cut and packaged fruits & vegetables.

It's ready to eat when you are!



## PROMOTION & IMPLEMENTATION

### POTENTIAL COMMUNICATION CHANNELS: 11" x 17" Posters

#### PHYSICAL ACTIVITY IS EASY!

...when you do it  
with someone  
you love



#### PHYSICAL ACTIVITY IS EASY!

No special  
equipment needed...



*only a pair of shoes*

#### PHYSICAL ACTIVITY IS EASY!

What could be easier  
than:

- ☼ playing tag with your kids
- ☼ walking with friends
- ☼ taking the stairs
- ☼ yard work



#### PHYSICAL ACTIVITY IS EASY!

10 minutes  
here...



10 minutes  
there...



*it all adds up!*

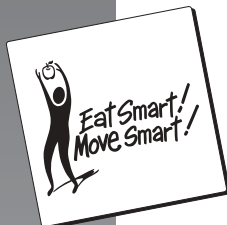
#### PHYSICAL ACTIVITY IS EASY!

Physical activity  
isn't (always)  
planned exercise...



*it's everywhere you go!*



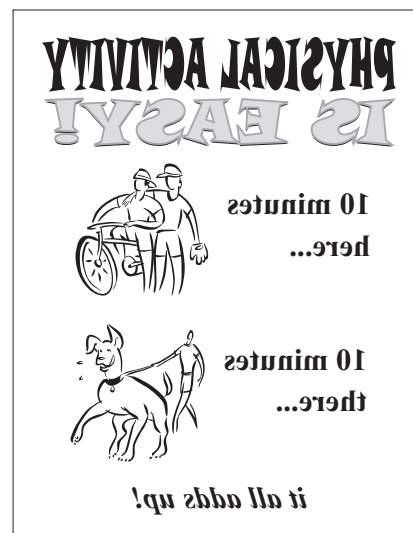
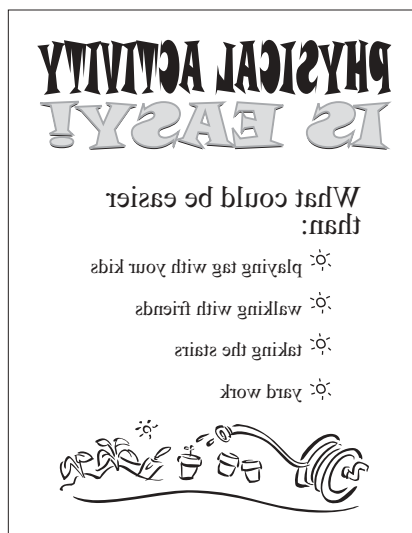
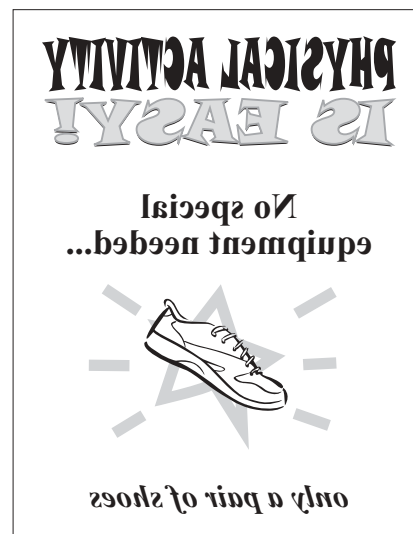


# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION

### CHANNELS: 11" x 17"

### Mirror Image Posters





# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION CHANNELS: 11" x 17" Posters

### FRUITS & VEGETABLES FINDING THE TIME!

Frozen  
**FRUITS & VEGETABLES**  
are usually all  
ready to eat.

*Just open the package!*



### FRUITS & VEGETABLES FINDING THE TIME!

Need a *quick*  
pick-me-up  
in the afternoon?



*Grab carrot sticks, an apple,  
celery sticks, or an orange.*

### FRUITS & VEGETABLES FINDING THE TIME!

Don't have **time** to  
*peel, chop, or slice?*



Select fruits & vegetables that require little  
peeling and chopping, such as baby  
carrots, cherry tomatoes, asparagus,  
grapes, apples, or broccoli spears.

### FRUITS & VEGETABLES FINDING THE TIME!

Tasty, already sliced  
peaches,

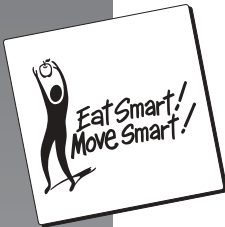


### FRUITS & VEGETABLES FINDING THE TIME!

Bite into nature's  
original **FAST** foods...



*fruits & vegetables!*



# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION CHANNELS: 11" x 17"

### Mirror Image Posters

**FINDING THE TIME!**  
**FRUITS & VEGETABLES**

Frozen  
FRUITS & VEGETABLES  
are usually all  
ready to eat.

Just open the package!

**FINDING THE TIME!**  
**FRUITS & VEGETABLES**

Need a quick  
pick-me-up  
in the afternoon?

Grab carrot sticks, an apple,  
celery sticks, or an orange.

**FINDING THE TIME!**  
**FRUITS & VEGETABLES**

Don't have time to  
peel, chop, or slice?

Select fruits & vegetables that require little  
peeling and chopping, such as baby  
carrots, cherry tomatoes, asparagus,  
grapes, apples, or broccoli spears.

**FINDING THE TIME!**  
**FRUITS & VEGETABLES**

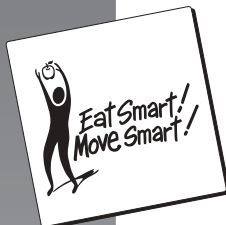
Tasty, already sliced

peaches,  
pineapple  
or pears  
are only a  
can opener  
away!

**FINDING THE TIME!**  
**FRUITS & VEGETABLES**

Bite into nature's  
original FAST foods...

fruits & vegetables!

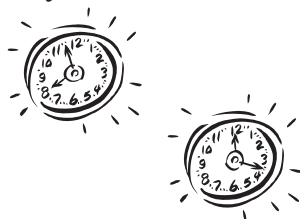


## PROMOTION & IMPLEMENTATION

### POTENTIAL COMMUNICATION CHANNELS: 11" x 17" Posters

#### PHYSICAL ACTIVITY FINDING THE TIME!

It's your time...



*try 15 minutes  
twice a day.*

#### PHYSICAL ACTIVITY FINDING THE TIME!

You get...

**30 minutes**

**3 times a week**

to be physically active  
at work



*Ask your supervisor how!*

#### PHYSICAL ACTIVITY FINDING THE TIME!

**Want *quality* time  
with your family?**



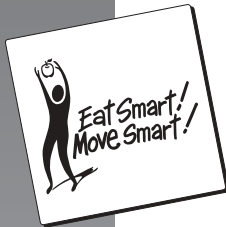
*How about a family walk  
in the evening?*

#### PHYSICAL ACTIVITY FINDING THE TIME!



**Deliver your  
message  
in person:**

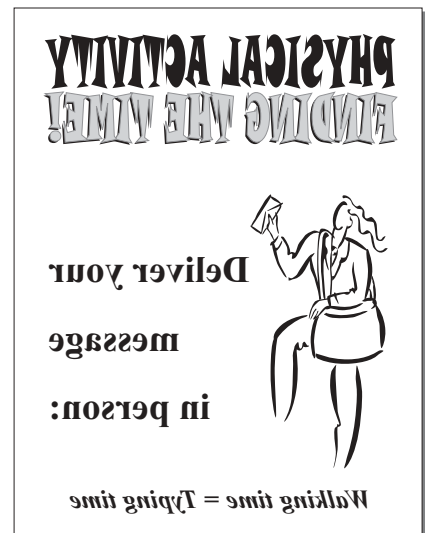
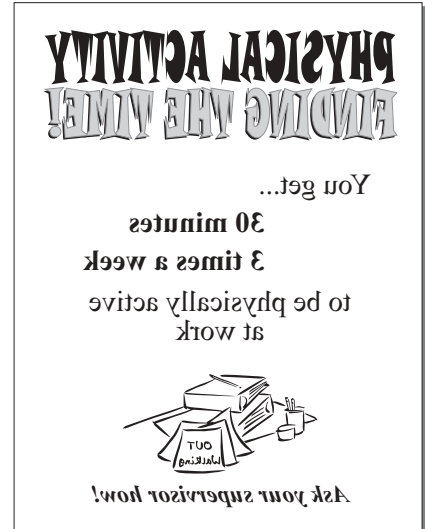
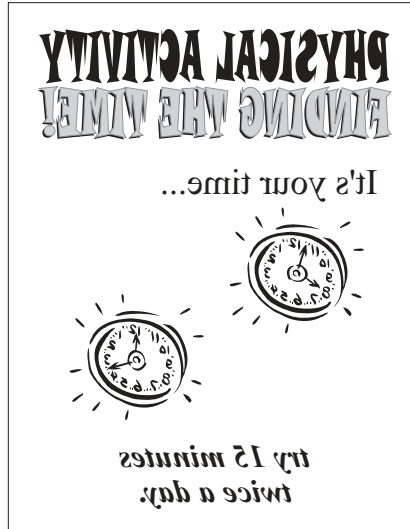
*Walking time = Typing time*



# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION CHANNELS: 11" x 17"

### Mirror Image Posters





# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION CHANNELS: 11" x 17" Posters

### FRUITS & VEGETABLES IT'S CHEAP TO DO!

Compare 10 lbs. of potatoes  
to a bag of chips:

10 lbs. potatoes = 99 cents

14 oz. potato chips = \$2.99



*It's cheaper than you think!*

### FRUITS & VEGETABLES IT'S CHEAP TO DO!

Plump up your  
pocketbook...



*while you slim down your waist!*

### FRUITS & VEGETABLES IT'S CHEAP TO DO!

Just add it up...



*fruits & vegetables can fit  
into any budget.*

### FRUITS & VEGETABLES IT'S CHEAP TO DO!

Asparagus  
Figs  
Fresh melon  
Oranges  
Radishes  
Dates  
Apples  
Bananas  
Leaf lettuce  
Eggplants

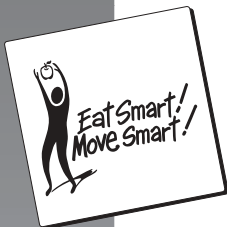


### FRUITS & VEGETABLES IT'S CHEAP TO DO!

Fruits & vegetables are high in  
vitamins, minerals, and fiber...



*but low in cost!*



PROMOTION & IMPLEMENTATION  
POTENTIAL COMMUNICATION  
CHANNELS: 11" x 17"  
Mirror Image Posters

**IT'S CHEAP TO DO!**  
**FRUITS & VEGETABLES**

Compare 10 lbs. of potatoes  
to a bag of chips:

10 lbs. potatoes = 99 cents  
14 oz. potato chips = 25.99

It's cheaper than you think!

**IT'S CHEAP TO DO!**  
**FRUITS & VEGETABLES**

Plump up your  
bocketbook...

while you slim down your waist!

**IT'S CHEAP TO DO!**  
**FRUITS & VEGETABLES**

Just add it up...

fruits & vegetables can fit  
into any budget.

**IT'S CHEAP TO DO!**  
**FRUITS & VEGETABLES**

A  
sparagus  
F  
igs  
F  
resh melon  
O  
ranges  
R  
adishes  
D  
ates  
A  
pples  
B  
ananas  
L  
eaf lettuce  
E  
ggplants

**IT'S CHEAP TO DO!**  
**FRUITS & VEGETABLES**

Fruits & vegetables are high in  
vitamins, minerals, and fiber...

but low in cost!



# PROMOTION & IMPLEMENTATION


## POTENTIAL COMMUNICATION CHANNELS: 11" x 17" Posters

**PHYSICAL ACTIVITY**  
**IT'S CHEAP TO DO!**

**Inexpensive**


family

fun...



**PHYSICAL ACTIVITY**  
**IT'S CHEAP TO DO!**


Little cost...





*for a big change!*

**PHYSICAL ACTIVITY**  
**IT'S CHEAP TO DO!**

**Costs less than:**


 a movie

 an ice cream cone

 a heart attack

**PHYSICAL ACTIVITY**  
**IT'S CHEAP TO DO!**

Being active is cheaper...



*than going to lunch!*

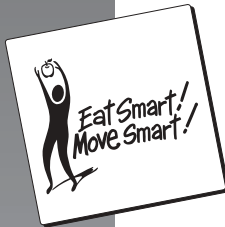
**PHYSICAL ACTIVITY**  
**IT'S CHEAP TO DO!**

**The Price is Right...**



**FREE!**

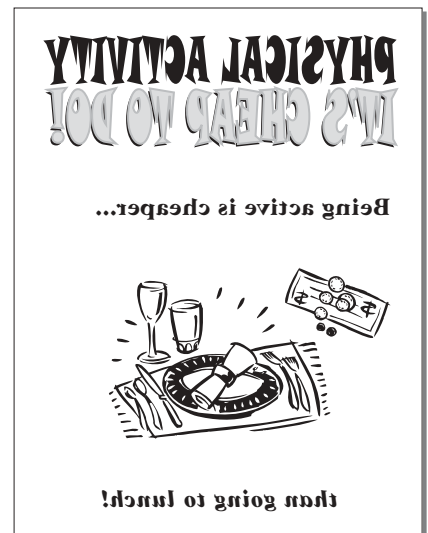
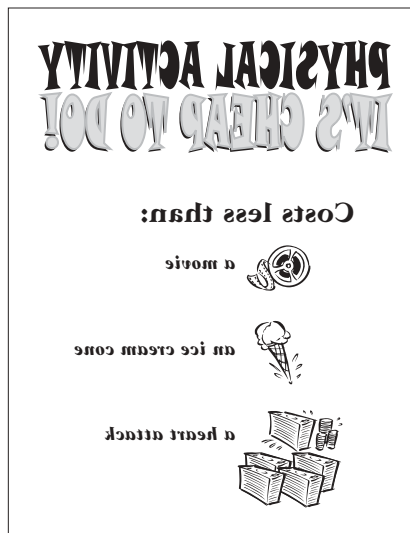


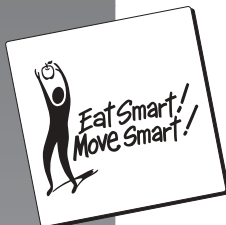


# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION CHANNELS: 11" x 17"

### Mirror Image Posters





# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION CHANNELS: 11" x 17" Posters

### FRUITS & VEGETABLES YOU CAN DO IT!

If you have a glass of orange juice  
for breakfast and an apple for lunch...



*you're well on your  
way to 5 a day!*

### FRUITS & VEGETABLES YOU CAN DO IT!

#### 3 Steps to Good Nutrition:

- 1- Find a pretty basket or bowl.
- 2- Stock it with your favorite fruits.
- 3- Snack healthy while working.



### FRUITS & VEGETABLES YOU CAN DO IT!

**Reach for 5!**  
Out of sight, means out of mind...



*Make fruits & vegetables more visible  
at home and work!*

### FRUITS & VEGETABLES YOU CAN DO IT!

You don't have to be a chef to fit in  
tasty fruits & vegetables!



### FRUITS & VEGETABLES YOU CAN DO IT!

**5 a day...**



*right away!*



# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION CHANNELS: 11" x 17"

### Mirror Image Posters

**YOU CAN DO IT!**  
**FRUITS & VEGETABLES**

If you have a glass of orange juice  
for breakfast and an apple for lunch...


2 =  + 

way to 2 a day!  
you're well on your

**YOU CAN DO IT!**  
**FRUITS & VEGETABLES**


3 Steps to Good Nutrition:

- 1- Find a pretty basket or bowl.
- 2- Stock it with your favorite fruits.
- 3- Snack healthy while working.



**YOU CAN DO IT!**  
**FRUITS & VEGETABLES**


Reach for 2!  
Out of sight, means out of mind...



Make fruits & vegetables more visible  
at home and work!


**YOU CAN DO IT!**  
**FRUITS & VEGETABLES**

You don't have to be a chef to fit in  
tasty fruits & vegetables!

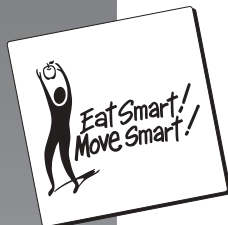


**YOU CAN DO IT!**  
**FRUITS & VEGETABLES**

2 a day...



right away!



## PROMOTION & IMPLEMENTATION

### POTENTIAL COMMUNICATION CHANNELS: 11" x 17" Posters

#### PHYSICAL ACTIVITY YOU CAN DO IT!

**You Already Have:**

- ☒ Burned Calories
- ☒ Added Muscle
- ☒ Reduced Stress



#### PHYSICAL ACTIVITY YOU CAN DO IT!

**Picture yourself  
being able to  
walk upstairs...**



**without getting  
winded!**

#### PHYSICAL ACTIVITY YOU CAN DO IT!

**Your Bureâu Is  
On Its Way To  
Winning  
Because You Are  
Active!**



#### PHYSICAL ACTIVITY YOU CAN DO IT!

**Imagine how great  
you are going to look!**



#### PHYSICAL ACTIVITY YOU CAN DO IT!

**For You**



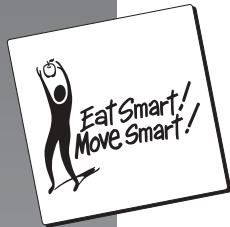
**For Your Family**



**For Fun**



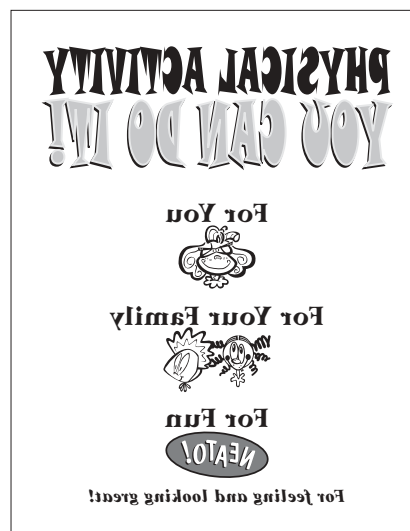
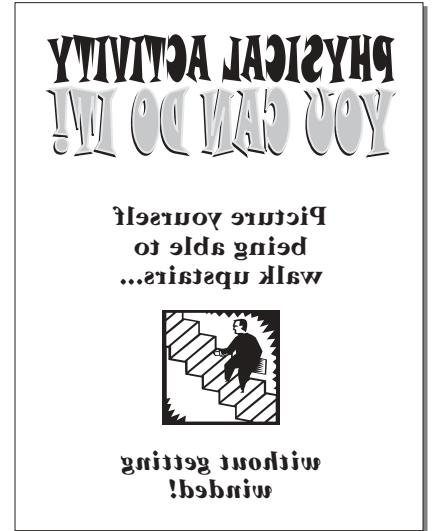
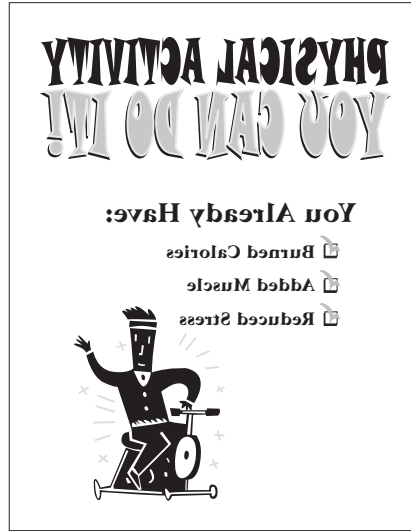
**For feeling and looking great!**

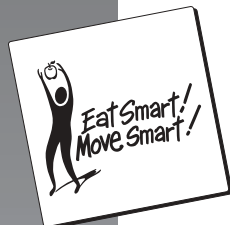


# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION CHANNELS: 11" x 17"

### Mirror Image Posters





## PROMOTION & IMPLEMENTATION

### POTENTIAL COMMUNICATION CHANNELS: 11" x 17" Posters

#### FRUITS & VEGETABLES ARE FUN!

It's fun to fill up on  
fantastic fruit smoothies.



*Just blend your favorite frozen fruit,  
non-fat yogurt and orange juice for  
a tasty treat!*

#### FRUITS & VEGETABLES ARE FUN!

Variety is the  
spice of life.



*With over 100 types of fruits &  
vegetables have fun trying a new  
one each day!*

#### FRUITS & VEGETABLES ARE FUN!

Playing with your  
food is fun...



*cut your fruits & vegetables  
up in different shapes!*

#### FRUITS & VEGETABLES ARE FUN!

It's fun to juggle fruit,  
but if you can't...



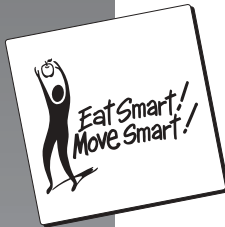
**EAT IT!**

#### FRUITS & VEGETABLES ARE FUN!

Pssst. Want to be in on some hot  
news?



*Stir-fry vegetables for  
a fun dinner!*

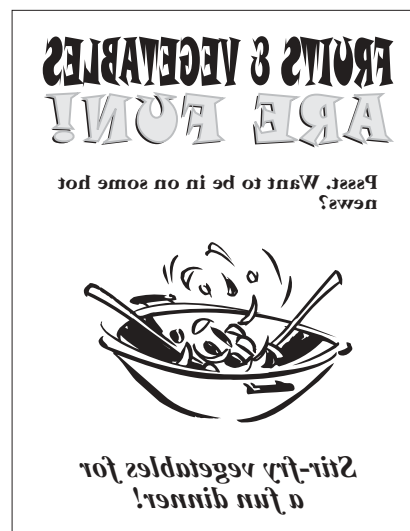
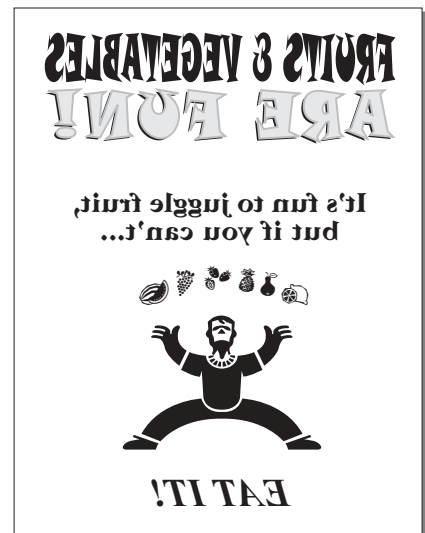
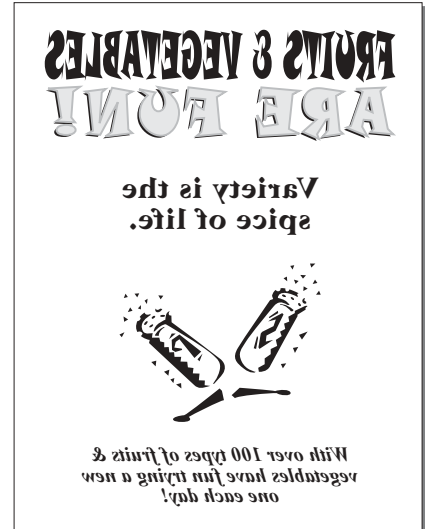
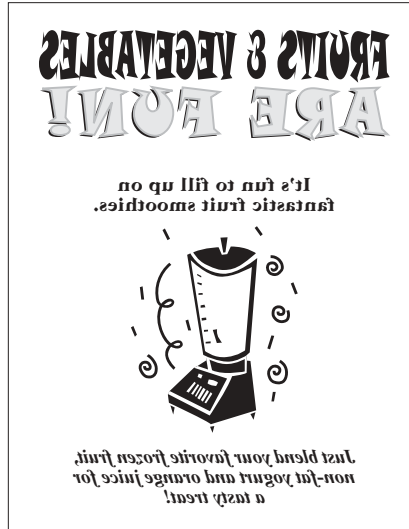


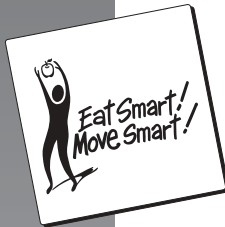
# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION

### CHANNELS: 11" x 17"

### Mirror Image Posters





# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION CHANNELS: 11" x 17" Posters

### PHYSICAL ACTIVITY IS FUN!

For the fun of it...

- ☼ Grab a friend and rollerblade
- ☼ Take the kids to the park
- ☼ Dust off your Tennis Racquet



### PHYSICAL ACTIVITY IS FUN!

Find an activity  
you enjoy...



it has to be fun or you  
won't stick with it!

### PHYSICAL ACTIVITY IS FUN!

Walking is...



FUN<sup>damental</sup>

### PHYSICAL ACTIVITY IS FUN!

For a  
good time  
call

ESMS  
538-6141!

### PHYSICAL ACTIVITY IS FUN!

When you walk  
with co-workers





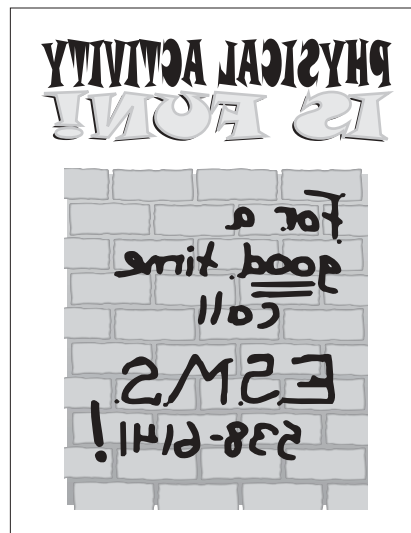
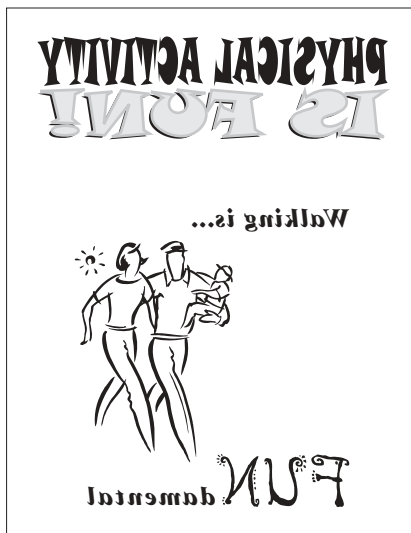
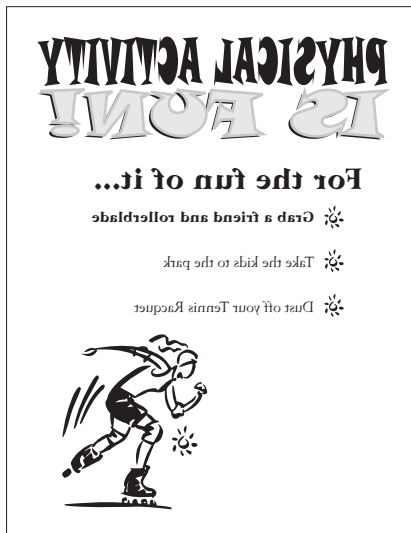


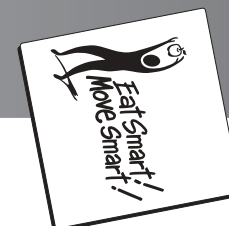
# PROMOTION & IMPLEMENTATION

## POTENTIAL COMMUNICATION

### CHANNELS: 11" x 17"

### Mirror Image Posters





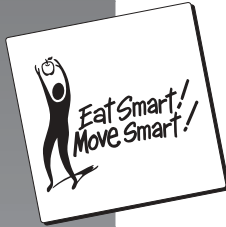
## Implementation Grid

ACTION STEPS:	PERSON RESPONSIBLE:	ACTION BY:
Get management support	Director	
Organize Committee	Director	
Meet with Committee	Director	
Conduct focus groups & interviews to test messages, activities & refine	Director and Committee	
Recruit Team Captains	Director	
Meet with & train Captains	Director	
Promote Eat Smart Move Smart	Promotion Volunteer or Committee	
Plan & Promote Kick Off	Director, Committee or Volunteer	
Distribute materials to employees	Team Captains	
Distribute and collect pre initiative surveys	Team Captains	
Kick Off event	Committee	
Turn in tracking sheets on a bi-weekly basis	Participants	
Promote & conduct special activities	Committee, Team Captains	
Organize mid-course evaluation & adjust activities as needed	Director, Committee	
Design final celebration	Director, Committee, Team Captains	
Promote final celebration	Committee, Team Captains	
Celebrate & report on overall winners	Director, Committee	
Distribute & collect post survey	Team Captains	
Analyze & report data	Director, Committee	

**PROMOTION & IMPLEMENTATION**

**POTENTIAL  
EVENTS & ACTIVITIES**

**Suggested Implementation Grid**



# PROMOTION & IMPLEMENTATION

## POTENTIAL EVENTS & ACTIVITIES: Kick Off

### *Goal:*

To inform and engage customers to participate in the Eat Smart Move Smart (ESMS) initiative.

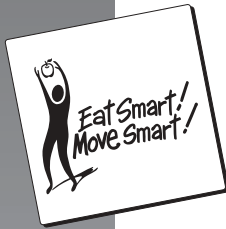
### *Rationale:*

The kick-off marks the start of ESMS. It's a pre-game party, the whistle-blowing ceremony, the time to say *"Let the fun begin!"* It helps build motivation and spirit, clarifies the ways to participate, lets customers mingle with executive management and others who may participate, and lays the foundation for understanding how participation will be a benefit.

The kick-off should set the tone for ESMS. It should be brief and in a fun, relaxed atmosphere on work time.

### *Steps:*

1. Assign sufficient staff to promote, develop, conduct and clean up after the kick-off.
2. Solicit volunteers from executive management to help "staff" the event along with members of the committee.
3. Choose a date and time when executive management can attend and support the event.
4. Try to make the time one that will fit with customers' work flow, i.e., morning break times, immediately before or after lunch.
5. Reserve a place indoors that can accommodate all who might attend. If weather permits, an outdoor event is very pleasant, but reserve an indoor space as backup. Cafeterias, auditoriums and foyers are possibilities.
6. Decorate the room or outdoor space with balloons, streamers, colorful tablecloths (fruit and vegetable ones are great).
7. Arrange for enough tables to display information, sign-up for activities, and food.
8. Arrange for a reliable sound system for indoor or outdoor setting.
9. Use channels to advertise the kick-off event that are identified during consumer research, such as e-mail and public announcements.
10. Have a high level executive invite employees to the kick-off. Distribute invitations to each employee one week before the kick-off.
11. Increase interest in attending the kick-off by having a drawing for great prizes.



# PROMOTION & IMPLEMENTATION

## POTENTIAL EVENTS & ACTIVITIES: Kick Off

12. Promote attendance by giving something to everyone who attends.
  13. Have a high level executive welcome customers and express his/her support.
  14. Provide information to employees in a way that makes it easy for them to get all of the needed materials in a short period of time.
  15. Provide a way for participants to organize and keep their materials.
  16. Develop a method to ensure that all participants get all of the needed information.
  17. Serve good, albeit healthy, food. The type of refreshments will depend on your budget, what your food service vendor can handle, and the time and place of the event.
  18. Announce winners of any incentive awards for attending kick-off.
3. Using the tent card (see example) as an invitation, promotion and a drawing entry was sheer genius. Customers had to visit the information stations in order to get their tent card entries stamped and at the same time received all of the information they needed about ESMS.
  4. Separate the food tables so long lines don't form in one area.
  5. Work early with building food service to provide and/or serve refreshments. This removes a huge workload from staff and also gets the food service on board for ESMS.
  6. Have the event at a time that fits better with breaks or lunch time.
  7. Have more interactive events. The information station at which participants threw bean bags for a small prize created the most excitement.

### *Lessons Learned:*

1. Planning the event and getting everything ready takes at least four weeks.
2. Had to wait in line to get their information and tent cards stamped. Although it really didn't



## PROMOTION & IMPLEMENTATION

### POTENTIAL EVENTS & ACTIVITIES: Kick Off

#### Front of Tent Card



#### Back of Tent Card

##### **I want to win!**

Join us between 9-10 a.m. on May 28th for the "Eat Smart Move Smart" kick-off celebration located outside the Cannon Building's cafeteria!

Have this card stamped at each information station and turn it in for a chance to win 2 hours of Administrative leave in the drawing for prizes!

Station #1



Station #2



Station #3



Station #4

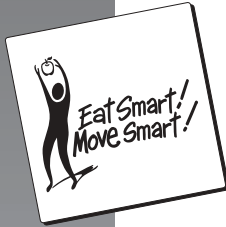


Station #5



name \_\_\_\_\_

work phone \_\_\_\_\_



# PROMOTION & IMPLEMENTATION

## POTENTIAL EVENTS & ACTIVITIES: Picnic In the Park

### *Goal:*

Maintain and increase customer motivation at the Eat Smart Move Smart (ESMS) initiative's mid-point.

### *Rationale:*

The motivation factor tends to diminish during a 10 week initiative. Since participants have a tendency to drop-out or lose interest, a mid-point intervention fosters extended involvement in physical activity and healthy eating.

### *Steps:*

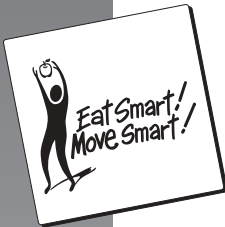
1. Select a nearby park that would be convenient for customers to walk and talk their way to fun.
2. Advertise and promote the event.
3. Provide blankets, drinks, prizes, and balloons and an atmosphere of fun and relaxation.
4. Require employees to walk to the park together, wear comfortable shoes, and visit a new site. Earn physical activity points by walking to the park and earn more points by bringing a healthy lunch.

### *Lessons Learned:*

1. Keep walking distance at about 1/2 mile.
2. 5 a Day musical skit was not

popular. Provide gentle music in background.

3. Try to identify an activity that will appeal to many and increase interaction.
4. It may be ok not to have any additional activities other than the walk and lunch.



## PROMOTION & IMPLEMENTATION

### POTENTIAL EVENTS & ACTIVITIES: Picnic In the Park

#### Poster

**PICNIC IN THE PARK**

*Eat Smart!  
Move Smart!*

RSVP TO BUREAU LEADERS BY MONDAY, JUNE 22ND AT 5:00 P.M.

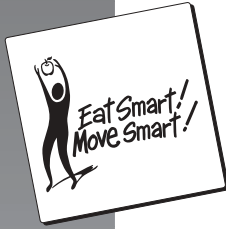
When? **WEDNESDAY  
JUNE 24TH**

Where? **WALK TO:  
RIVERSIDE PARK  
(MEET @ CHB WEST DOOR  
- BY THE DOCK)**

What  
Time? **MEET @ 11:30 AM  
(11:30 AM-1:00PM)**

What do  
I bring? **BRING YOUR LUNCH  
(DRINKS WILL BE PROVIDED)**

What do  
we do? **FRISBEE GOLF,  
DRAWINGS FOR PRIZES:  
○ FITNESS CENTER MEMBERSHIPS  
○ \$25 INCENTIVE AWARD  
○ 5 A DAY COOKBOOKS  
○ T-SHIRTS**



# PROMOTION & IMPLEMENTATION

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## POTENTIAL EVENTS & ACTIVITIES: Recipe Contest

### *Goal:*

To provide customers with easy and delicious recipes using fruits and vegetables to encourage increased consumption of fruits and vegetables.

### *Rationale:*

Based on consumer research, the recipe contest and tasting sessions may provide employees with an opportunity to taste the dishes prior to investing time and money at home making a new recipe.

### *Steps:*

1. Determine recipe criteria. For example, each serving must provide at least one serving of fruit and/or vegetable, contain  $\leq 30\%$  of calories from fat and must be easy to prepare.
2. Promote contest through channels identified by target group.
3. Collect and judge entries.
4. Prepare winning entries for sampling.
5. Conduct sampling sessions and provide copies of submitted recipes to customers.

### *Lessons Learned:*

1. Review wording on recipes to make sure they are clearly explained.
2. Utilize cafeteria kitchen & staff in the building for preparation of recipes. There were some food safety and sanitation issues with committee members preparing recipes in their private kitchens. Contact Food Protection to inquire about how to sponsor this type of event while abiding by established food safety regulations.
3. Re-evaluate the number of days the tasting sessions are held based on the amount of staff that will be available to assist. A whole week may have been more labor intensive than was realized during the planning stages.





## PROMOTION & IMPLEMENTATION

### POTENTIAL EVENTS & ACTIVITIES: Bureau Challenge

#### *Goal:*

Provide an incentive program that promotes group participation and tracks minutes of physical activity and consumption of fruits and vegetables.

#### *Rationale:*

Based on consumer research, a group competition may provide support and enthusiasm for participation in the initiative.

#### *Steps:*

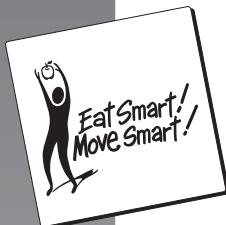
1. Determine how to track individual and bureau participation in the initiative.
2. Develop tracking forms.
3. Meet with bureau leaders to educate them on these forms.
4. Post results on the display table.

#### *Lessons Learned:*

1. Give all customers who participated in the program an incentive.
2. Give incentives to all bureaus that have a predetermined percent of participation, i.e. 50 percent of people in the bureau participated.
3. Have regular interaction with the bureau leaders. Give them bi-weekly updates and explain how winners were determined.
4. Display the formula on the poster and/or tracking sheet. People didn't understand how winners

were determined which led to conflict.

5. Hang posters in bureaus so people can see their results.
6. Give one point for each 30 minutes of activity rather than track each minute of activity.



# PROMOTION & IMPLEMENTATION

## POTENTIAL EVENTS & ACTIVITIES: Bureau Challenge

SAMPLE

### Bureau Leader's BI-Weekly Totals



#### EAT SMART MOVE SMART CHALLENGE Bureau Leader's Bi-Weekly Tracking Form

Use this tracking form to record the total number of servings of fruits & vegetables and physical activity your bureau reports back to you throughout the weeks. Transfer your totals from this tracking form onto the corresponding bi-weekly "challenge totals form", clip off the form and turn it in to Kelly Robinson or e-mail your totals to [krobinso@doh.state.ut.us](mailto:krobinso@doh.state.ut.us) at the end of each two week period.

bureau leader's name \_\_\_\_\_

bureau name \_\_\_\_\_

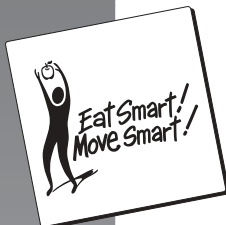
work phone# \_\_\_\_\_

total # of people in your bureau \_\_\_\_\_

WEEK #/DATE	FRUITS & VEGETABLES	PHYSICAL ACTIVITY
<b>#1</b> May 31st-June 6th	# of participants= _____	# of participants= _____
<b>#2</b> June 7th-13th	Bi-Weekly TOTAL= _____ servings	Bi-Weekly TOTAL= _____ minutes
<b>#3</b> June 14th-20th	# of participants= _____	# of participants= _____
<b>#4</b> June 21st-27th	Bi-Weekly TOTAL= _____ servings	Bi-Weekly TOTAL= _____ minutes
<b>#5</b> June 28th-July 4th	# of participants= _____	# of participants= _____
<b>#6</b> July 5th-11th	Bi-Weekly TOTAL= _____ servings	Bi-Weekly TOTAL= _____ minutes
<b>#7</b> July 12th-18th	# of participants= _____	# of participants= _____
<b>#8</b> July 19th-25th	Bi-Weekly TOTAL= _____ servings	Bi-Weekly TOTAL= _____ minutes
<b>#9</b> July 26th-Aug. 1st	# of participants= _____	# of participants= _____
<b>#10</b> Aug. 2nd-8th	Bi-Weekly TOTAL= _____ servings	Bi-Weekly TOTAL= _____ minutes

GRAND TOTAL= \_\_\_\_\_ servings

GRAND TOTAL= \_\_\_\_\_ minutes



# PROMOTION & IMPLEMENTATION

## POTENTIAL EVENTS & ACTIVITIES: Bureau Challenge

SAMPLE

### Bureau Leader's BI-Weekly Totals Form



#### EAT SMART MOVE SMART CHALLENGE Bureau Leader's Bi-Weekly Totals

Write down the total number of servings of fruits & vegetables your bureau ate throughout the weeks and turn in your totals *bi-weekly*. This can be done by transferring your bureau's totals onto this sheet. Clip off the corresponding "challenge totals form" below and return it to Kelly Robinson (538-6004) at Healthy Utah or send the totals via e-mail to [krubinso@doh.state.ut.us](mailto:krubinso@doh.state.ut.us)

5 - EAT SMART MOVE SMART CHALLENGE TOTALS			
bureau leader's name		bureau name	
work phone#	total # of people in your bureau		
<b>WEEK #/DATE</b>	<b>FRUITS &amp; VEGETABLES</b>	<b>PHYSICAL ACTIVITY</b>	
#9 & #10 July 26th-Aug. 8th	# of participants=	# of participants=	
	BI-Weekly Total =	BI-Weekly Total =	
	servings	minutes	

4 - EAT SMART MOVE SMART CHALLENGE TOTALS			
bureau leader's name		bureau name	
work phone#	total # of people in your bureau		
<b>WEEK #/DATE</b>	<b>FRUITS &amp; VEGETABLES</b>	<b>PHYSICAL ACTIVITY</b>	
#7 & #8 July 12th-25th	# of participants=	# of participants=	
	BI-Weekly Total =	BI-Weekly Total =	
	servings	minutes	

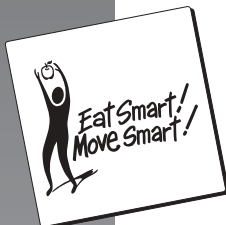
3 - EAT SMART MOVE SMART CHALLENGE TOTALS			
bureau leader's name		bureau name	
work phone#	total # of people in your bureau		
<b>WEEK #/DATE</b>	<b>FRUITS &amp; VEGETABLES</b>	<b>PHYSICAL ACTIVITY</b>	
#5 & #6 June 28th-July 11th	# of participants=	# of participants=	
	BI-Weekly Total =	BI-Weekly Total =	
	servings	minutes	

2 - EAT SMART MOVE SMART CHALLENGE TOTALS			
bureau leader's name		bureau name	
work phone#	total # of people in your bureau		
<b>WEEK #/DATE</b>	<b>FRUITS &amp; VEGETABLES</b>	<b>PHYSICAL ACTIVITY</b>	
#3 & #4 June 14th-27th	# of participants=	# of participants=	
	BI-Weekly Total =	BI-Weekly Total =	
	servings	minutes	

1 - EAT SMART MOVE SMART CHALLENGE TOTALS			
bureau leader's name		bureau name	
work phone#	total # of people in your bureau		
<b>WEEK #/DATE</b>	<b>FRUITS &amp; VEGETABLES</b>	<b>PHYSICAL ACTIVITY</b>	
#1 & #2 May 31st-June 13th	# of participants=	# of participants=	
	BI-Weekly Total =	BI-Weekly Total =	
	servings	minutes	



# PROMOTION & IMPLEMENTATION

## POTENTIAL EVENTS & ACTIVITIES: Bureau Challenge

SAMPLE

### Individual BI-Weekly Totals Form



#### EAT SMART MOVE SMART CHALLENGE Individual Bi-Weekly Totals

Transfer the total number of servings of fruits and vegetables you ate throughout the weeks and your physical activity (in minutes) from your individual tracking form to this bi-weekly "challenge totals form". Clip off the corresponding form and turn it in to your bureau leader or simply e-mail your totals.

5 - EAT SMART MOVE SMART CHALLENGE TOTALS		
name _____		bureau name _____
work phone# _____		
WEEK #/DATE	FRUITS & VEGETABLES	PHYSICAL ACTIVITY
#9 & #10 July 26th-Aug. 8th	BI-Weekly Total = _____ servings	BI-Weekly Total = _____ minutes

4 - EAT SMART MOVE SMART CHALLENGE TOTALS		
name _____		bureau name _____
work phone# _____		
WEEK #/DATE	FRUITS & VEGETABLES	PHYSICAL ACTIVITY
#7 & #8 July 12th-25th	BI-Weekly Total = _____ servings	BI-Weekly Total = _____ minutes

3 - EAT SMART MOVE SMART CHALLENGE TOTALS		
name _____		bureau name _____
work phone# _____		
WEEK #/DATE	FRUITS & VEGETABLES	PHYSICAL ACTIVITY
#5 & #6 June 28th-July 11th	BI-Weekly Total = _____ servings	BI-Weekly Total = _____ minutes

2 - EAT SMART MOVE SMART CHALLENGE TOTALS		
name _____		bureau name _____
work phone# _____		
WEEK #/DATE	FRUITS & VEGETABLES	PHYSICAL ACTIVITY
#3 & #4 June 14th-27th	BI-Weekly Total = _____ servings	BI-Weekly Total = _____ minutes

1 - EAT SMART MOVE SMART CHALLENGE TOTALS		
name _____		bureau name _____
work phone# _____		
WEEK #/DATE	FRUITS & VEGETABLES	PHYSICAL ACTIVITY
#1 & #2 May 31st-June 13th	BI-Weekly Total = _____ servings	BI-Weekly Total = _____ minutes



## SAMPLE



# EAT SMART MOVE SMART CHALLENGE!

### Totals for Fruits & Vegetables and Physical Activity

Vital Records					
Human Resources					
EDO/EMT, etc					
Chronic Disease					
MCH					
HIV/AIDS/Refugee Health/TB					
Surveillance & Analysis					
Division Resources					
Health Ed					
Epi/ELB					
Director's Office - Medicaid					
Mdcd Eligibility					
Mdcd Info Tech					
Managed Health care					
Coverage and Reimbursement					
Medicaid Ops					
Financial Services					
Off. Health Data Analysis					
Facility Licensure					
OIT					
Employee Support					
Fiscal Operations					
Program Certification					
EMS					
Primary Care Rural Health					
	1-2 weeks	3-4 weeks	5-6 weeks	7-8 weeks	9-10 weeks

PROMOTION & IMPLEMENTATION  
POTENTIAL  
EVENTS & ACTIVITIES:  
Bureau Challenge

Challenge Poster



## PROMOTION & IMPLEMENTATION

### POTENTIAL EVENTS & ACTIVITIES: Bureau Challenge

SAMPLE

## BI-Weekly Tracking Form



### TAKE THE EAT SMART MOVE SMART CHALLENGE

Write down what fruits and vegetables you eat through the week and add them up to see how easy it is to meet the 5 A Day Challenge: eat five or more servings of fruits and vegetables each day. Also, write down how many minutes you were active each day. Lastly, transfer your bi-weekly totals (for fruits & vegetables and physical activity) to your bi-weekly totals form, clip it out, and hand it in to your bureau leader.

1

WEEK #1: May 31st-June 6th

Fruits & Vegetables					
	BREAKFAST	LUNCH	SNACK	DINNER	SNACK
DAILY TOTALS					
SUNDAY	+	+	+	+	+
MONDAY	+	+	+	+	+
TUESDAY	+	+	+	+	+
WEDNESDAY	+	+	+	+	+
THURSDAY	+	+	+	+	+
FRIDAY	+	+	+	+	+
SATURDAY	+	+	+	+	+
WEEKLY TOTAL=					

PHYSICAL ACTIVITY

DAILY TOTALS (minutes)
SUNDAY=
MONDAY=
TUESDAY=
WEDNESDAY=
THURSDAY=
FRIDAY=
SATURDAY=
WEEKLY TOTAL=

WEEK #2: June 7th-13th

Fruits & Vegetables					
	BREAKFAST	LUNCH	SNACK	DINNER	SNACK
DAILY TOTALS					
SUNDAY	+	+	+	+	+
MONDAY	+	+	+	+	+
TUESDAY	+	+	+	+	+
WEDNESDAY	+	+	+	+	+
THURSDAY	+	+	+	+	+
FRIDAY	+	+	+	+	+
SATURDAY	+	+	+	+	+
WEEKLY TOTAL=					

PHYSICAL ACTIVITY

DAILY TOTALS (minutes)
SUNDAY=
MONDAY=
TUESDAY=
WEDNESDAY=
THURSDAY=
FRIDAY=
SATURDAY=
WEEKLY TOTAL=

#### WHAT COUNTS AS A SERVING?

According to the National Cancer Institute, one serving size is defined as: 3/4 cup (6 oz.) 100 percent fruit juice; one medium fruit (e.g., apple, orange, banana, pear); 1/2 cup cut-up fruit; 1/2 cup raw or cooked vegetables; 1/4 cup dried fruit (e.g., raisins, apricots, prunes); 1 cup raw, leafy vegetables; 1/2 cup dried, cooked or canned peas or beans.

#### WHAT COUNTS FOR PHYSICAL ACTIVITY?

Any activity that gets your body moving counts! This includes anything from mowing the lawn or gardening to running. Every day try to do some type of activity such as walking the dog, taking the stairs at work, or parking your car further away. Recreational activities such as soccer, softball, martial arts, hiking, and playing tennis all count, too!



## PROMOTION & IMPLEMENTATION

# POTENTIAL EVENTS & ACTIVITIES: Walking Groups

### *Goal:*

Get participants active and offer support.

### *Rationale:*

Based on consumer research, walking groups provide support and encourage habitual exercise. Groups also provide safety which was a barrier identified in consumer research.

### *Steps:*

1. Give walking group times and directions at the kick-off event.
2. Recruited walking group leaders at the kick-off through the sign up sheet at the information table on walking groups.
3. Provide sign up sheets for walking group times at the kick-off and the display table.
4. Provide handouts on beginning walking, warm up, cool down, stretches and safety tips for walkers at the display table and at the kick-off. See examples for design ideas.

### *Lessons Learned:*

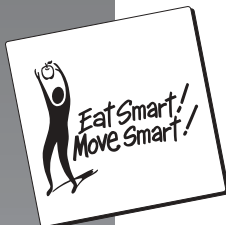
1. Choose a committee member to be a consultant to leaders. Have them meet with walking group leaders to orient them on paths, incentives for becoming a leader

and responsibilities and expectations.

2. Provide continuous support for groups, for example, make an e-mail group of the walkers and provide them with information on walking in various weather conditions.
3. Involve the bureau leaders in planning and the recruitment of walking group leaders.
4. Advertise walking groups on the display table.
5. Encourage leaders to recruit people for their group, choose times they would like to walk and amount of time they choose to walk.
6. Many people created their own informal groups and were much more successful than the formal walking groups.







# PROMOTION & IMPLEMENTATION

## POTENTIAL EVENTS & ACTIVITIES: Walking Groups

### SAMPLE

## Instructions



### Walking Group Instructions

Join a walking group by signing up for a day/time. These groups will provide support, safety, and encouragement. Set times are established for each group to leave from the Cannon Health Department for up to 30 minutes. Begin from the Health Department and walk along the Jordan Parkway or anywhere else you would like! Please call 538-6141 for more information.

#### When do we meet?

See the days/times listed below:

day	time(s)		
Monday	10:00 a.m.	12:00 noon	2:00 p.m.
Wednesday	10:00 a.m.	12:00 noon	2:00 p.m.
Friday	10:00 a.m.	12:00 noon	2:00 p.m.

day	time(s)			
Tuesday	7:00 a.m.	9:00 a.m.	11:00 a.m.	1:00 p.m.
Thursday	7:00 a.m.	9:00 a.m.	11:00 a.m.	1:00 p.m.

#### Where do we meet?

Meet in front of the Cannon Health Building five minutes before your scheduled walk time.

#### Where do we walk?

You can walk along the Jordan River Parkway, or any other route your group chooses. Walks will be scheduled for 30 minutes but walkers may opt for a 15 minute or even a 60 minute walk.

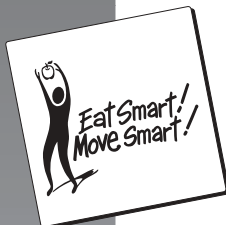
#### Who will lead us?

Walking group leaders will be volunteers from each leave-time (see days/times listed above). If you would like to be a leader please 538-6141 and let us know. Thanks!

#### Leading a walking group:

Walks should last approximately 30 minutes from start to finish; be aware that some walkers will not want to walk that long, while others may opt to walk longer. As a group leader, you are only responsible for a 30 minute walk.

Number of walking leaders needed: 14



# PROMOTION & IMPLEMENTATION

## POTENTIAL EVENTS & ACTIVITIES: Walking Groups

### SAMPLE

## Handouts



### It's easy (and smart) to begin walking for activity

IF YOU'RE NEW to fitness, a walking program is the best way to ease into exercise. Walking helps you lose weight, tone muscles, reduce your stress and tension and is virtually injury-free. Walking provides substantial health benefits, as well: It reduces the risk of heart disease, high blood pressure and other chronic health problems associated with a sedentary lifestyle. Walking also helps prevent bone-thinning osteoporosis, which strikes menopausal women at an increased rate.

#### GET STARTED

Get your doctor's OK before starting a walking regimen if you have been sedentary for a year or more; are over 35; are pregnant; or have heart disease, high blood pressure, diabetes or any other medical condition.

#### WEAR THE RIGHT SHOES

Walking in improper shoes can cause pain and injury. Good walking shoes have firm heels and flexible forefeet. Look for shoes with a slightly elevated heel and padded arch supports. They should be as wide as your feet and a half-inch longer than your longest toe. Synthetic-blend socks help prevent blisters. Check your shoes periodically and replace them before they lose their support.

#### WARM UP

Start your workout by warming up with five to seven minutes of slow walking to improve your muscle function and reduce your risk of injury and abnormal heart rate. After your muscles are warmed up, do warm-up stretches.

#### START SLOW

Start walking again at a slow pace, gradually increasing your pace to a moderately brisk walk. Stand tall with your back straight and your shoulders relaxed, swinging your arms with your elbows bent at a right angle. Walk with a longer stride than you normally do. Hit the ground with your heel first, then roll your foot forward and push off with your toes. Breathe deep from your belly as you walk. You're probably exercising in your target heart range\* if you're sweating lightly but can still talk with a walking partner. Slow your pace if you're sweating profusely or starting to feel out of breath.

#### BUILD YOUR ENDURANCE

Use the following guidelines to build a safe and healthful walking program:  
**Weeks 1 through 3**-Warm up for 5 minutes; stretch; walk for 15 to 20 minutes; cool down for 5 minutes; stretch. Walk three times a week.  
**Weeks 4 through 6**-Warm up for 6 minutes; stretch; walk for 20 to 25 minutes; cool down for 6 minutes; stretch. Walk three times a week.  
**Weeks 7, 8 and beyond**-Warm up for 7 minutes; stretch; walk for 30 to 45 minutes; cool down for 7 minutes; stretch. Walk three to five times a week.

#### ACHIEVE YOUR GOALS

Walking at any pace is good for you, but you can walk to achieve specific fitness goals. How you walk, for how long and at what intensity will affect your results as indicated below. To lose weight: Walk at a moderate pace for 45 to 60 minutes at 60% to 70% of your maximum heart rate (MHR).

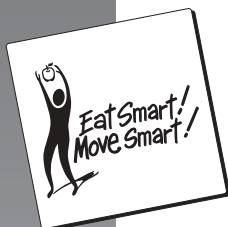
**To improve your cardiovascular conditioning:** Walk at a higher intensity for 30 to 45 minutes at 70% to 80% of your MHR.

**To attain overall health benefits:** Walk for 20 to 45 minutes at 50% to 60% of your MHR.

#### COOL DOWN

After walking briskly, cool down your muscles and bring your heart rate back to normal by walking slowly for five to seven minutes. You'll reduce the stress on your heart. End your workout by repeating the stretches you did during your warm up.

\*Note: For a complete discussion of your target heart range and maximum heart rate, see Vitality-on-Demand "How to Start an Exercise Program" at <http://www.vitality.com>



# PROMOTION & IMPLEMENTATION

## POTENTIAL EVENTS & ACTIVITIES: Walking Groups

SAMPLE

## Handouts



### Safety Tips for Walkers

*FITNESS WALKING is one of the safest exercises you can do. To keep it that way, follow these safety tips:*

#### TIPS:

- ☑ Avoid walking alone. Walking with a friend or family member increases your safety.
- ☑ Always walk facing traffic. Stay on the sidewalk or near the side of the road.
- ☑ Be alert to the movement of cars around you. Turn around and walk in the opposite direction if someone is following you in a car. If another pedestrian makes you uncomfortable, cross the street and walk to a safe place such as a store or nearby residence.
- ☑ Walk during daylight hours. Wear reflective clothing, carry a small flashlight and walk in well-lit areas if you must walk after dark or before dawn.
- ☑ Carry identification and change for a phone call. Leave your jewelry and expensive watches at home.
- ☑ Don't wear personal headphones. You need to hear traffic noises and the movements of others around you.
- ☑ Don't walk along highways or main commuting routes. Carbon monoxide levels are highest along such streets.
- ☑ Leave a note or let someone know your route and when you expect to return.
- ☑ If a dog threatens you, yell, "Go home!" with authority. Avoid eye contact. Use a thick stick, not your arm, to protect yourself. Spray the animal with a commercial dog-repellent (which you should carry with you).
- ☑ Be unpredictable. Vary your route or the time of day you walk to help prevent the likelihood that someone could wait for you.

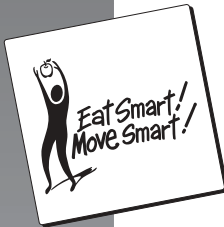
#### COMFORTABLE WALKING IN ANY WEATHER

*DON'T LET cold temperatures, hot weather or rain keep you from your walking routine. Take the following weather-related precautions, and a change in the weather won't tempt you to skip your workout.*

- WET WEATHER**
- ☑ Wear rain-resistant clothing made of materials such as Gore-Tex. Wearing a long rain poncho with a hood is an alternative.
  - ☑ Wear waterproof or leather shoes to keep your feet drier. Wool-blend socks will keep your feet warm even when they're wet.
  - ☑ Pay attention to severe storms. Return home or seek shelter if lightning or dangerous winds approach.
- HOT WEATHER**
- ☑ Apply sunscreen.
  - ☑ Wear loose-fitting, lightweight, light-colored clothing. Breathable cotton is best. Wear a hat or visor and sunglasses.
  - ☑ Avoid vigorous exercise between 10 a.m. and 3 p.m. Walk in the early morning or evening. Drink lots of water before, during and after your walk to avoid dehydration.

#### FOR MORE INFORMATION

- ☑ *American Running and Fitness Association*, 4405 East-West Highway, Suite 405, Bethesda, MD 20814, 1-800-776-ARFA. Call to request brochures or to ask specific fitness-related questions.
- ☑ *Walking: A Complete Guide to the Complete Exercise* by Casey Meyers, Random House, 1992, \$12.
- ☑ *Prevention's Practical Encyclopedia of Walking for Health* by Mark Bricklin and Maggie Spilner, Rodale Press, 1992, \$22.95.
- ☑ *Walking Medicine: The Lifetime Guide to Preventive & Therapeutic Exercise Walking Programs* by Gary Yanker and Kathy Burton, McGraw Hill, 1990, \$14.95.
- ☑ *Vitality*® magazine can be found on the world wide web at: URL: <http://www.vitality.com>



# PROMOTION & IMPLEMENTATION

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## POTENTIAL EVENTS & ACTIVITIES: Walking Groups

### SAMPLE

## Handouts



### Warm-up & cool-down stretches for walkers

*PROPER STRETCHING helps you maintain flexibility in your joints and muscles, and it increases the stress your muscles and tendons can endure without pain or injury.*

If you're just starting a stretching program, repeat each of the following stretches five times and hold each stretch for 10 seconds. As your flexibility increases, repeat each stretch 10 times and hold it for 20 to 30 seconds. Be sure to breathe regularly as you stretch. Do these stretches at the beginning of your workout, after you've warmed up by walking for five to seven minutes. Also do them at the end of your workout, after you've cooled down by walking at a slower pace for five to seven minutes.

#### **HAMSTRING STRETCH**

Stand with one foot on a chair, bench or step. Point the toes of this foot straight up. Slowly bend forward, as if you're trying to touch your nose to the knee of your raised leg. Don't bounce. Slowly straighten up after 10 or more seconds. Repeat with the other leg.

#### **UPPER-CALF MUSCLES STRETCH**

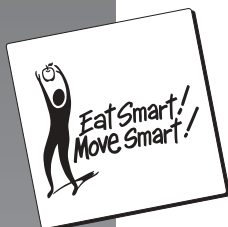
Stand with one foot 18 inches in front of the other and 3 to 4 feet from a wall or tree. Lean forward with your back straight and place both hands on the wall or tree. Slowly bring your hips forward while keeping your back leg straight and your heels flat on the floor. Hold the position for 10 or more seconds, then ease your hips back. Repeat with the other leg.

#### **LOWER-CALF MUSCLES & ACHILLES TENDON STRETCH**

Start with your feet, hands and body in the same position as the upper-calf muscles stretch. Slowly bend your knees, keeping your heels flat on the floor. Hold for 10 or more seconds, then rise slowly. Repeat with the other leg. Alternate this stretch with the upper-calf muscles stretch.

#### **QUADRICEPS STRETCH**

Stand next to a wall, tree or chair for balance. Reach back and slowly pull your non-weight-bearing foot up toward your buttocks until you feel the tension in your front thigh muscles. Hold the foot for 10 or more seconds; release and repeat with the other leg.



# PROMOTION & IMPLEMENTATION

## POTENTIAL EVENTS & ACTIVITIES: Walking Groups

SAMPLE

### Handouts



#### WORLD WIDE WEB W A L K I N G

- <http://healthyideas.com/walking/footnotes/>
- <http://www.1adventure.com/HealthandFitness/Programs/Facts/oldadult.htm>
- <http://www.ava.org/index.htm>
- <http://www.mindspring.com/~ronstein/pages/shoes2.html>
- <http://www.uhs.berkeley.edu/facstaff/HealthMatters/Exercise/WalkingTools.html>
- [http://www.mb.sympatico.ca/healthyway/LISTS/B3-C09-04\\_faq1.html](http://www.mb.sympatico.ca/healthyway/LISTS/B3-C09-04_faq1.html)
- <http://members.aol.com/jcestan/fitness/walk.html>
- <http://www.texnews.com/1998/features/walk0324.html>
- <http://www.health.nsw.gov.au/walk.html>
- <http://www.thriveonline.com/health/Library/CAD/abstract510.html>
- <http://www.smtmoves.com/healthfax/walking.html>
- <http://www.walkingconnection.com>
- <http://walking.guide@miningco.com>



## PROMOTION & IMPLEMENTATION

### POTENTIAL EVENTS & ACTIVITIES: Picture This! Contest

#### *Goal:*

Provide an incentive for employees to be physically active and learn more about fruits and vegetables.

#### *Rationale:*

To find a creative way to get people walking in different areas of the neighborhood. Provide a fun way to increase knowledge about fruits and vegetables.

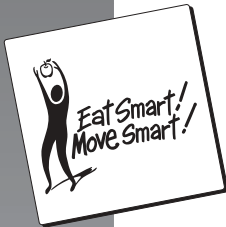
#### *Steps:*

1. Establish contest rules.
2. Create a brochure with pictures of locations within a 1 mile radius of the worksite, and fruits & vegetable questions.
3. Participants turn completed brochure in to the bureau leader.
4. Check brochures for accuracy and award (or draw for) winners.

#### *Lessons Learned:*

1. This was a fun motivational program for those who participated.
2. Implementation was easy but a skilled staff person is needed to design a brochure.

3. Test the difficulty of the pictures and fruits and vegetables before implementation.
4. Very few people turned in completed forms.
5. Have weekly or biweekly awards rather than waiting until the end.



## PROMOTION & IMPLEMENTATION

### **POTENTIAL EVENTS & ACTIVITIES: Picture This! Contest**

#### **Picture This! Contest Brochure**





# PROMOTION & IMPLEMENTATION

## POTENTIAL EVENTS & ACTIVITIES: Picture This! Contest

### 3-Fold Brochure

PICTURE THIS!



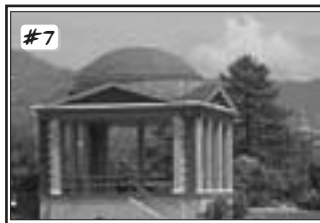
It's everywhere you go

May 28th-August 7th

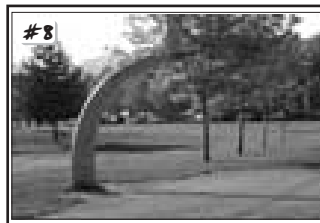
#### PHOTO GALLERY (continued...)



where is #6?



where is #7?



where is #8?



where is #9?



where is #10?

#### Name the Fruit or Vegetable:

- This plant grows best in a bed of fresh, sandy soil (or along the Jordan River) that may bear fruit for up to 50 years. The shoots are not cut until the second or third year. Once used as a medicine, it is rich in vitamin A and ascorbic acid.  
answer: \_\_\_\_\_
- This fruit, somewhat smaller than a peach, is known for its delicate flavor. It is marketed fresh, as well as dried and packed. Large quantities are canned or pulped for jam making.  
answer: \_\_\_\_\_
- This tuber, rarely grown in the United States, is often served as a favorite Thanksgiving side dish.  
answer: \_\_\_\_\_
- This fruit, grown in Utah, ranges from black through purple and red to yellow, is used fresh, for home and commercial preserving, and for flavors and syrups.  
answer: \_\_\_\_\_
- This favorite is a valuable source of vitamins A and C. The numerous varieties differ greatly in fruit type, ranging from a small currant size through cherry, plum, and pear forms to the large, nearly round fruits, which are the most widely grown. All forms include red- and yellow-fruited varieties.  
answer: \_\_\_\_\_





# PROMOTION & IMPLEMENTATION

## POTENTIAL EVENTS & ACTIVITIES:

### Picture This! Contest

### 3-Fold Brochure

#### INSTRUCTIONS

You are challenged to find/identify the following 10 pictures. They are places within a 1-mile radius of the Cannon Health Department. A majority of the places are along the Jordan River Parkway.

Find at least 1 a week while you're walking during the "Eat Smart Move Smart" program.

Those who participate and submit an entry with all 10 places correctly identified will be eligible to draw for the grand prize. Turn in your answers at the "Eat Smart Move Smart" celebration the week of August 10th.

#### I WANT TO ENTER!

name \_\_\_\_\_

division \_\_\_\_\_

bureau \_\_\_\_\_

work phone# \_\_\_\_\_

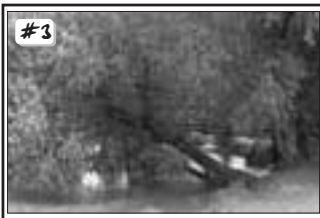
#### PHOTO GALLERY



where is #1? \_\_\_\_\_



where is #2? \_\_\_\_\_



where is #3? \_\_\_\_\_



where is #4? \_\_\_\_\_



where is #5? \_\_\_\_\_

#### Name the Fruit or Vegetable:

1. A variety of the cabbage species. The edible parts of this plant are clusters of swollen buds or sprouts.  
answer: \_\_\_\_\_
2. Brought to California almost 300 years ago by Spanish explorers, this fruit comes in a variety of forms, from blue-black to green.  
answer: \_\_\_\_\_
3. A biennial herb of the parsley family. The stalks, which grow to 12 to 30 inches high, are eaten raw or cooked, as a vegetable or salad.  
answer: \_\_\_\_\_
4. Varieties include the common, dwarf, and snake. The common variety bears from two to five purple, white, or yellowish fruits that vary in diameter from 2 to 8 in and resemble an egg in shape. They are cultivated for their edible grayish pulp.  
answer: \_\_\_\_\_
5. This fruit is grown on small trees that rarely exceed 20 ft in height. Large white flowers produce yellow, globe-shaped fruit in grapelike clusters. The fruits consist of a juicy, acid pulp surrounded by a leathery rind. The color of the pulp is normally light yellow, but a few pink-pulp varieties have been developed.  
answer: \_\_\_\_\_



## PROMOTION & IMPLEMENTATION

### POTENTIAL EVENTS & ACTIVITIES: Pat on the Back Party

#### *Goal:*

Celebrate the completion of the Eat Smart Move Smart (ESMS) initiative by coordinating a final event.

#### *Rationale:*

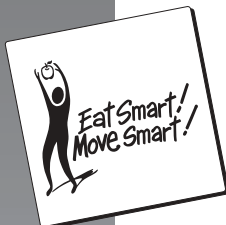
ESMS customers deserve to be acknowledged for their long-term involvement in the 10 week initiative. A festive setting will reinforce the successes of this initiative.

#### *Steps:*

1. Convene ESMS Bureau Leaders to brainstorm activities, food selection, time, name and awards for the closing event. Develop consensus on best ideas.
2. Select leaders for each event.
3. Identify vendors for low fat muffins, fruit and vegetables/dips, low fat/low sugar yogurt, and bottled water.
4. Select leaders for coordinating special awards.
5. Develop agenda for events.
6. Advertise event through established communication channels.
7. Display summary figures of total minutes of physical activity and consumed fruits & vegetables.

#### *Lessons Learned:*

1. Clearly communicate need for cafeteria support in preparing and storing food.
2. Dunking booth and massages attracted the largest crowds.
3. Watermelon eating contest had few participants. Consider including other fruit contest or eliminate completely.
4. Potato decorating contest resulted in creative outcomes. All 12 potatoes were displayed. Most of the participants were recruited onsite after seeing the first few potato samples.
5. Announce all awards within first 10 minutes of party.
6. Positive feedback was received on the relaxed setting of the event.

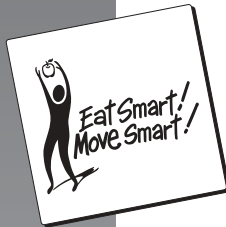


## PROMOTION & IMPLEMENTATION

### POTENTIAL EVENTS & ACTIVITIES: Pat on the Back Party

#### Poster



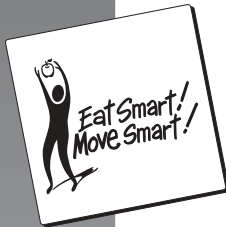


## PROMOTION & IMPLEMENTATION

### **POTENTIAL EVENTS & ACTIVITIES: Pat on the Back Party**

#### **Display Table Signs**





## PROMOTION & IMPLEMENTATION

### **POTENTIAL EVENTS & ACTIVITIES: Pat on the Back Party**

#### **Display Table Signs**





## PROMOTION & IMPLEMENTATION

### POTENTIAL EVENTS & ACTIVITIES: Pat on the Back Party

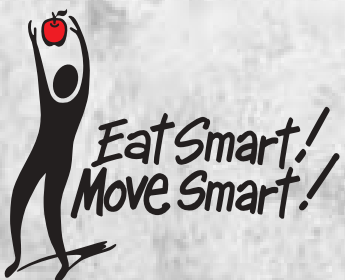
## Certificate of Appreciation

# Certificate of Appreciation

*For*

**JANE DOE**

*For Your Commitment to Good Health.  
Way to Go - and Keep Going!*



Eat Smart Move Smart Committee

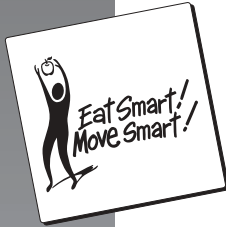


## **SECTION 4:**

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# **POTENTIAL EVALUATION**

	<b>Pre and Posttests &amp; Midcourse Evaluation .....4-1</b>
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# EVALUATION

## PRE- AND POSTTESTS & MIDCOURSE EVALUATION

### *Goal:*

To assess the impact of the Eat Smart Move Smart (ESMS) initiative.

### *Rationale:*

To properly assess the initiative, a baseline pretest, a posttest and mid-course evaluation were completed. The pre- and posttests measure the impact of the ESMS initiative in terms of behavior change and readiness to change (Stages of Change, see overview). The mid-course evaluation measures how well the initiative is staying on track with the initial consumer research, if the activities are accepted positively or negatively, identifies adjustments that need to be made with on-going activities, and provides information to help plan future initiative events.

### *Steps:*

#### **Baseline Pretest and Post Test Survey**

1. Develop the survey instrument.  
The survey should include questions on fruits and vegetables, physical activity, stages of change, and organizational commitment to healthy lifestyles.
2. To match pre- and post intervention data, ask customers to provide the last 6 digits of their social security number, gender, and age.

3. Bureau leaders distribute and collect paper and pencil surveys to all customers one week before the kick-off and a week after the ending event.

4. Arrange for data entry and analysis.

5. Develop a plan for writing and disseminating initiative results.

#### **Midcourse Evaluation**

1. Identify appropriate questions to use in a telephone survey.
2. Assign committee members to conduct interviews.
3. Compile the survey results and discuss the information at a future meeting.
4. Adjust initiative activities based on results of survey.

### *Lessons Learned:*

1. Using only the last four digits of the social security number may result in duplicates.
2. Design a plan to increase survey return rate.
3. Provide explicit instructions and follow up support to whom ever distributes and collects the surveys.



Thank you for your willingness to complete this questionnaire regarding nutrition and physical activity. All individual responses will be kept confidential and only group data will be reported. If you have questions or concerns regarding any aspect of this questionnaire, please contact Dr. Brad Neiger at Brigham Young University @ (801) 378-3313.

Please enter the last 4 numbers of your social security number \_\_\_\_\_

Age \_\_\_\_\_

Gender \_\_\_\_\_

The following table of serving sizes will assist you in answering questions 1-7.

	Vegetables	Fruit
Raw	1 cup leafy or 2 cup chopped	1 avg. piece of fruit or 2 cup chopped
Cooked	2 cup cooked	2 cup cooked
Juice	3/4 cup	3/4 cup
Dried		1/4 cup

For each of the following questions, please circle one letter for your answer.

1. In the past month, about how often did you drink a serving of 100% orange juice or grapefruit juice?

A	B	C	D	E	F	G	H	I	J
Never	1-3 times per month	1-2 times per week	3-4 times per week	5-6 times per week	1 time per day	2 times per day	3 times per day	4 times per day	5 or more times per day

2. In the past month, about how often did you drink a serving of other 100% fruit juices, NOT counting fruit drinks like Sunny Delight or CapriSun?

A	B	C	D	E	F	G	H	I	J
Never	1-3 times per month	1-2 times per week	3-4 times per week	5-6 times per week	1 time per day	2 times per day	3 times per day	4 times per day	5 or more times per day

Move to the next page...

3. In the past month, about how often did you eat a serving of green salad (with or without other vegetables)?

A	B	C	D	E	F	G	H	I	J
Never	1-3 times per month	1-2 times per week	3-4 times per week	5-6 times per week	1 time per day	2 times per day	3 times per day	4 times per day	5 or more times per day

4. In the past month, about how often did you eat a serving of french fries or fried potatoes?

A	B	C	D	E	F	G	H	I	J
Never	1-3 times per month	1-2 times per week	3-4 times per week	5-6 times per week	1 time per day	2 times per day	3 times per day	4 times per day	5 or more times per day

5. In the past month, about how often did you eat a serving of baked, boiled or mashed potatoes?

A	B	C	D	E	F	G	H	I	J
Never	1-3 times per month	1-2 times per week	3-4 times per week	5-6 times per week	1 time per day	2 times per day	3 times per day	4 times per day	5 or more times per day

6. In the past month, about how many **servings** of vegetables did you eat, NOT counting salad or potatoes?

A	B	C	D	E	F	G	H	I	J
Never	1-3 per month	1-2 per week	3-4 per week	5-6 per week	1 per day	2 per day	3 per day	4 per day	5 or more per day

7. In the past month, about how many **servings** of fruit did you eat, NOT counting orange juice, grapefruit juice or other 100% fruit juices?

A	B	C	D	E	F	G	H	I	J
Never	1-3 per month	1-2 per week	3-4 per week	5-6 per week	1 per day	2 per day	3 per day	4 per day	5 or more per day

Move to the next page...

Consider a 7 day period (one week). How many days during the week on the average do you accumulate 30 minutes of physical activity? Please circle one letter for your answer.

8. **Strenuous Physical Activity (heart beats rapidly** - i.e., running, jogging, hockey, football, soccer, squash, basketball, cross country skiing, judo, rollerblading, vigorous swimming, vigorous long distance biking, etc.)

A	B	C	D	E	F	G	H
None	1 day	2 days	3 days	4 days	5 days	6 days	7 days

9. **Moderate Physical Activity (not exhausting** - i.e., fast walking, softball, tennis, easy biking, volleyball, badminton, easy swimming, popular and folk dancing, etc.)

A	B	C	D	E	F	G	H
None	1 day	2 days	3 days	4 days	5 days	6 days	7 days

10. **Mild Physical Activity (minimal effort** - i.e., yoga, archery, bowling, horseshoes, golf, easy walking, etc.)

A	B	C	D	E	F	G	H
None	1 day	2 days	3 days	4 days	5 days	6 days	7 days

**For questions 11-12, please circle one letter for your answer.**

11. Which of the following statements best represents your daily consumption of fruit and vegetables? (A serving of fruit and vegetables = 1 cup of raw leafy vegetables; 2 cup chopped raw vegetables, or cooked vegetables; one average piece of raw fruit; 2 cup chopped raw fruit or cooked fruit; 1/4 cup dried fruit; or 3/4 cup fruit or vegetable juice)

1. I currently eat a combination of 5 or more fruits and vegetables per day and have done so for at least 6 months.
2. I currently eat a combination of 5 or more fruits and vegetables per day and have done so for less than 6 months.
3. I currently eat a combination of 5 fruits and vegetables some days of the week and intend to increase this to all days of the week within the next month.
4. I intend to begin eating a combination of 5 fruits and vegetables per day within the next 6 months.
5. I do not eat a combination of 5 fruits and vegetables per day and do not intend to in the foreseeable future.

Move to the next page...

12. Which of the following statements best represents your involvement in accumulating 30 minutes of moderate level physical activity on most days of the week (i.e., fast walking, softball, tennis, easy biking, volleyball, badminton, easy swimming, popular and folk dancing, etc.)? Activities can be done in one 30 minute segment or in segments of time totaling 30 minutes.
1. I currently engage in moderate physical activity on most days of the week and have done so for at least 6 months.
  2. I currently engage in moderate physical activity on most days of the week and have done so for less than 6 months.
  3. I currently engage in moderate physical activity some days of the week and intend to increase this to most days of the week within the next month.
  4. I intend to engage in moderate physical activity on most days of the week within the next 6 months.
  5. I do not currently engage in moderate physical activity and do not intend to do so in the foreseeable future.

**For questions 13-14, please circle one letter for your answer.**

13. How confident are you that you can eat at least 5 servings of fruits and vegetables each day for an extended period of time?

A	B	C	D	E
Very Sure	Sure	Somewhat Sure	Unsure	Very Unsure

14. How confident are you that you can accumulate 30 minutes a day of physical activity 5 days a week for an extended period of time?

A	B	C	D	E
Very Sure	Sure	Somewhat Sure	Unsure	Very Unsure

Move to the next page...

**For questions 15-19, please indicate your level of agreement with the following statements using the scale provided. Circle one letter for each answer.**

15. This organization demonstrates its commitment to supporting healthy lifestyles through its use of resources such as time, space and money.

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
Strongly Disagree	Disagree	Undecided/Don=t Know	Agree	Strongly Agree

16. A new employee at our workplace is made aware of the organization=s support for healthy lifestyles.

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
Strongly Disagree	Disagree	Undecided/Don=t Know	Agree	Strongly Agree

17. My immediate supervisor supports my efforts to adopt healthier lifestyle practices.

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
Strongly Disagree	Disagree	Undecided/Don=t Know	Agree	Strongly Agree

18. My friends support each other in efforts to adopt healthier lifestyle practices.

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
Strongly Disagree	Disagree	Undecided/Don=t Know	Agree	Strongly Agree

19. My family members and/or house mates support each other in efforts to adopt healthier lifestyle practices.

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
Strongly Disagree	Disagree	Undecided/Don=t Know	Agree	Strongly Agree

**This concludes the questionnaire. Thank you for your time and participation.**

(The Utah Department of Health and Brigham Young University express appreciation to **Human Resources Institute** for permission to use five questions (15-19) from their ***Lifegain Health Culture Audit (Support Scale)***. For more information about this survey or other services related to healthy cultures, please contact this organization in Vermont at (802) 862-8855 or visit their web site at [www.healthyculture.com](http://www.healthyculture.com).)

Thank you for your willingness to complete this questionnaire regarding nutrition and physical activity. All individual responses will be kept confidential and only group data will be reported. If you have questions or concerns regarding any aspect of this questionnaire, please contact Dr. Brad Neiger at Brigham Young University @ (801) 378-3313.

Please enter the last 4 numbers of your social security number \_\_\_\_\_

Age \_\_\_\_\_

Gender \_\_\_\_\_

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Dried		1/4 cup

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Never	1-3 times per month	1-2 times per week	3-4 times per week	5-6 times per week	1 time per day	2 times per day	3 times per day	4 times per day	5 or more times per day

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<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>	<b>I</b>	<b>J</b>
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Move to the next page...

3. In the past month, about how often did you eat a serving of green salad (with or without other vegetables)?

A	B	C	D	E	F	G	H	I	J
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A	B	C	D	E	F	G	H	I	J
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6. In the past month, about how many **servings** of vegetables did you eat, NOT counting salad or potatoes?

A	B	C	D	E	F	G	H	I	J
Never	1-3 per month	1-2 per week	3-4 per week	5-6 per week	1 per day	2 per day	3 per day	4 per day	5 or more per day

7. In the past month, about how many **servings** of fruit did you eat, NOT counting orange juice, grapefruit juice or other 100% fruit juices?

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5. I do not eat a combination of 5 fruits and vegetables per day and do not intend to in the foreseeable future.

Move to the next page...



12. Which of the following statements best represents your involvement in accumulating 30 minutes of moderate level physical activity on most days of the week (i.e., fast walking, softball, tennis, easy biking, volleyball, badminton, easy swimming, popular and folk dancing, etc.)? Activities can be done in one 30 minute segment or in segments of time totaling 30 minutes.
1. I currently engage in moderate physical activity on most days of the week and have done so for at least 6 months.
  2. I currently engage in moderate physical activity on most days of the week and have done so for less than 6 months.
  3. I currently engage in moderate physical activity some days of the week and intend to increase this to most days of the week within the next month.
  4. I intend to engage in moderate physical activity on most days of the week within the next 6 months.
  5. I do not currently engage in moderate physical activity and do not intend to do so in the foreseeable future.

**For questions 13-14, please circle one letter for your answer.**

13. How confident are you that you can eat at least 5 servings of fruits and vegetables each day for an extended period of time?

A	B	C	D	E
Very Sure	Sure	Somewhat Sure	Unsure	Very Unsure

14. How confident are you that you can accumulate 30 minutes a day of physical activity 5 days a week for an extended period of time?

A	B	C	D	E
Very Sure	Sure	Somewhat Sure	Unsure	Very Unsure

Move to the next page...

**For questions 15-19, please indicate your level of agreement with the following statements using the scale provided. Circle one letter for each answer.**

15. This organization demonstrates its commitment to supporting healthy lifestyles through its use of resources such as time, space and money.

A	B	C	D	E
Strongly Disagree	Disagree	Undecided/Don=t Know	Agree	Strongly Agree

16. A new employee at our workplace is made aware of the organization=s support for healthy lifestyles.

A	B	C	D	E
Strongly Disagree	Disagree	Undecided/Don=t Know	Agree	Strongly Agree

17. My immediate supervisor supports my efforts to adopt healthier lifestyle practices.

A	B	C	D	E
Strongly Disagree	Disagree	Undecided/Don=t Know	Agree	Strongly Agree

18. My friends support each other in efforts to adopt healthier lifestyle practices.

A	B	C	D	E
Strongly Disagree	Disagree	Undecided/Don=t Know	Agree	Strongly Agree

19. My family members and/or house mates support each other in efforts to adopt healthier lifestyle practices.

A	B	C	D	E
Strongly Disagree	Disagree	Undecided/Don=t Know	Agree	Strongly Agree

**For questions 20-31 (related to Eat Smart Move Smart) please indicate your level of agreement with the following statements using the scale provided. Circle one letter for each answer.**

20. The **Kickoff Event** was motivating and helpful.

A	B	C	D	E
Strongly Disagree	Disagree	Agree	Strongly Agree	Did Not Participate

1. The **Picnic in the Park** was motivating and helpful.

A	B	C	D	E
Strongly Disagree	Disagree	Agree	Strongly Agree	Did Not Participate

Move to the next page...

29. **Walking Groups** were motivating and helpful.

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
Strongly Disagree	Disagree	Agree	Strongly Agree	Did Not Participate

30. **Public Announcements** were motivating and helpful.

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
Strongly Disagree	Disagree	Agree	Strongly Agree	Did Not Hear Them

31. Please circle the **one** answer that best describes your level of participation in Eat Smart Move Smart.

1. I was **very** involved.
2. I was **somewhat** involved.
3. I knew about Eat Smart Move Smart, **but did not participate**.
4. I did not know about Eat Smart Move Smart, **so I did not participate**.

32. Please use the following space to make any comments about the Eat Smart Move Smart Program.

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**This concludes the questionnaire. Thank you for your time and participation.**

(The Utah Department of Health and Brigham Young University express appreciation to **Human Resources Institute** for permission to use five questions (15-19) from their ***Lifegain Health Culture Audit (Support Scale)***. For more information about this survey or other services related to healthy cultures, please contact this organization in Vermont at (802) 862-8855 or visit their web site at [www.healthyculture.com](http://www.healthyculture.com).)

21. The **Pat on the Back Party** (closing celebration) was motivating and helpful.

A	B	C	D	E
Strongly Disagree	Disagree	Agree	Strongly Agree	Did Not Participate

22. The **Recipe Tasting Contest** was motivating and helpful.

A	B	C	D	E
Strongly Disagree	Disagree	Agree	Strongly Agree	Did Not Participate

23. The **Display Table** in the lobby (Cannon Building) was motivating and helpful.

A	B	C	D	E
Strongly Disagree	Disagree	Agree	Strongly Agree	Did Not See It

24. The **Picture This** activity was motivating and helpful.

A	B	C	D	E
Strongly Disagree	Disagree	Agree	Strongly Agree	Did Not Participate

25. The **Bureau Challenge** was motivating and helpful.

A	B	C	D	E
Strongly Disagree	Disagree	Agree	Strongly Agree	Did Not Participate

26. **Posters** displayed in the building were motivating and helpful.

A	B	C	D	E
Strongly Disagree	Disagree	Agree	Strongly Agree	Did Not Notice Them

27. **E-mails** were motivating and helpful.

A	B	C	D	E
Strongly Disagree	Disagree	Agree	Strongly Agree	Did Not Receive/Read Them

28. Receiving information about the **Exercise Release Policy** was motivating and helpful.

A	B	C	D	E
Strongly Disagree	Disagree	Agree	Strongly Agree	Did Not Receive Information

Move to the next page...



# EVALUATION

## MIDCOURSE EVALUATION

### Mid-Course Social Marketing Survey for ESMS Interviewer\_\_\_\_\_

*Hi, this is \_\_\_\_\_, with  
the Eat Smart Move Smart  
Coordinating Committee. Do you  
have a few minutes to talk with  
me about the Eat Smart Move  
Smart Initiative?*

*If "No" - When would be a good  
time to call back? \_\_\_\_\_*

#### POSTERS:

*I'd like to start with asking your  
opinion about the ESMS posters:*

*Are they visible?*

\_\_\_Yes \_\_\_No \_\_\_DK/NS  
(don't know/not sure)

*Do the messages on the posters  
change?*

\_\_\_Yes \_\_\_No \_\_\_DK/NS

*Are the messages helpful?*

\_\_\_Yes \_\_\_No \_\_\_DK/NS

*If "yes" - In what way are they  
helpful?*

#### E-MAIL:

*Now, I'd like to ask you about the  
weekly ESMS e-mails:*

*Do you receive them?*

\_\_\_Yes \_\_\_No \_\_\_DK/NS

*Do you read them?*

\_\_\_Yes \_\_\_No \_\_\_DK/NS

*Is receiving an e-mail once a week  
frequent enough\_\_\_, too  
frequent\_\_\_, not frequent  
enough\_\_\_?*

*Are the e-mail messages helpful?*

\_\_\_Yes \_\_\_No \_\_\_DK/NS

*If "yes" - In what way are they  
helpful?*

#### PUBLIC ANNOUNCEMENTS:

*Now, I'm going to ask you about  
the message on the PA system:*

*Can you hear them?*

\_\_\_Yes \_\_\_No \_\_\_DK/NS

*Do you listen to them?*

\_\_\_Yes \_\_\_No \_\_\_DK/NS

*Are they frequent enough\_\_\_, too  
frequent\_\_\_, not frequent  
enough\_\_\_?*

*Are the PA messages helpful?*

\_\_\_Yes \_\_\_No \_\_\_DK/NS

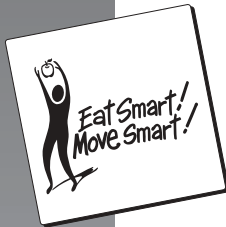
*If "yes" - In what way are they  
helpful?*

#### EXERCISE RELEASE POLICY:

*Moving on:*

*Were you aware of the exercise  
release policy before the Kick off?*

\_\_\_Yes \_\_\_No \_\_\_DK/NS



# EVALUATION

## MIDCOURSE EVALUATION

*Are you using it?*

☐ Yes ☐ No ☐ DK/NS

*Is your supervisor allowing you to use it?*

☐ Yes ☐ No ☐ DK/NS

### WALKING GROUPS:

Moving on to the walking groups:

*Do you walk with one of the established walking groups?*

☐ Yes ☐ No ☐ Walk with others ☐ Walk/exercise by myself ☐ DK/NS

*IF YES- What do you like most about the walking group?*

*IF NO- What do you like least about the walking group?*

### BUREAU CHALLENGE:

*I'd like to ask you some questions about the ESMS bureau/office challenge:*

*Is your bureau participating?*

☐ Yes ☐ No ☐ DK/NS

*Do you follow your bureau's progress every two weeks?*

☐ Yes ☐ No ☐ DK/NS

*Is this motivating to you?*

☐ Yes ☐ No ☐ DK/NS

*What do you like about the challenge?*

*What do you dislike?*

### PICTURE THIS:

Moving on:

*Are you looking for the photos listed in the 'Picture This' brochure?*

☐ Yes ☐ No ☐ DK/NS

If "No" - Why not?

### DISPLAY TABLE:

Moving on:

*Have you noticed the ESMS display table across from the elevators on the first floor?*

☐ Yes ☐ No ☐ DK/NS

*Have you stopped and read/picked up any information?*

☐ Yes ☐ No ☐ DK/NS

Now, I'd like to ask you some general questions about the initiative:

*Do you feel like your immediate supervisor supports you in participating in the initiative?*

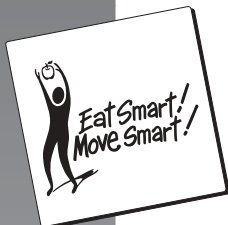
☐ Yes ☐ No ☐ DK/NS

*Do you know who your ESMS bureau leader is?*

☐ Yes ☐ No ☐ DK/NS

*If "yes" - Do you feel like your bureau leader supports you in participating?*

☐ Yes ☐ No ☐ DK/NS



# EVALUATION

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## MIDCOURSE EVALUATION

*Is there more or different information you would like to have about physical activity and eating fruits and vegetables?*

☐ Yes ☐ No ☐ DK/NS

*If "yes" - what kind of information?*

*What would be the best way to provide this information to you:*

☐ e-mail

☐ posters

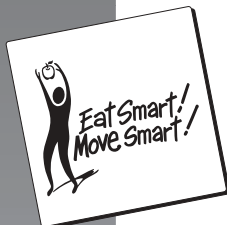
☐ display table

☐ PA system announcements

☐ other - specify

*Is there anything else you would like the ESMS coordinating committee to know?*

*Thanks. I appreciate your time and input.*



# EVALUATION

## MIDCOURSE EVALUATION

### Midcourse Evaluation Survey Results

N=25

(Not all respondents answered every question)

#### Posters:

*Are they visible?*

Yes: 22

No: 0

DK/NS: 0

*Do the messages on the poster change?*

Yes: 17

No: 2

DK/NS: 5

*Are the messages helpful?*

Yes: 11

No: 2

DK/NS: 7

#### E-Mail:

*Do you receive them?*

Yes: 22

No: 0

DK/NS: 0

*Do you read them?*

Yes: 17

No: 3

DK/NS: 2

*Is receiving an e-mail once a week.....?*

Frequent enough: 19

Too frequent: 2

Not frequent: 0

*Are the e-mail messages helpful?*

Yes: 15

No: 2

DK/NS: 3

#### Public Announcements:

*Can you hear them?*

Yes: 16

No: 6

DK/NS: 0

*Do you listen to them?*

Yes: 15

No: 4

DK/NS: 1

*Are they.....?*

Frequent enough: 13

Too frequent: 7

Not frequent: 0

*Are the PA messages helpful?*

Yes: 14

No: 6

DK/NS: 1

#### Exercise Release Policy:

*Were you aware of the exercise release policy before the Kick off?*

Yes: 20

No: 2

DK/NS: 0

*Are you using it?*

Yes: 11

No: 11

DK/NS: 0

*Is your supervisor allowing you to use it?*

Yes: 23

No: 0

DK/NS: 0





# EVALUATION

## MIDCOURSE EVALUATION

### Midcourse Evaluation Survey Results

🍏 **Walking Groups:**  
*Do you walk with one of the established walking groups?*

Yes: 1  
No: 15  
Walk with others: 6  
Walk/exercise by myself: 4  
DK/NS: 0

🍏 **Bureau Challenge:**  
*Is your bureau participating?*

Yes: 19  
No: 2  
DK/NS: 1

*Do you follow your bureau's progress every two weeks?*

Yes: 16  
No: 7  
DK/NS: 0

*Is this motivating to you?*

Yes: 6  
No: 10  
DK/NS: 5

🍏 **Picture This:**  
*Are you looking for the photos listed in the 'Picture This' brochure?*

Yes: 4  
No: 18  
DK/NS: 0

🍏 **Display Table:**  
*Have you noticed the ESMS display table across from the elevators on the first floor?*

Yes: 23  
No: 2  
DK/NS: 0

*Have you stopped and read/picked up any information?*

Yes: 17  
No: 4  
DK/NS: 0

🍏 **Initiatives:**  
*Do you feel like your immediate supervisor supports you in participating in the initiative?*

Yes: 21  
No: 1  
DK/NS: 2

*Do you know who your ESMS bureau leader is?*

Yes: 19  
No: 3  
DK/NS: 1

*If "yes" do you feel like your bureau leader supports you in participating?*

Yes: 18  
No: 1  
DK/NS: 1

🍏 **Is there more or different information you would like to have about physical activity and eating fruits and vegetables?**

Yes: 4  
No: 18

E-Mail: 10  
Posters: 4  
Display Table: 4  
PA System: 3  
Other: 0

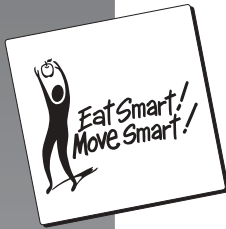


## **SECTION 5:**

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# **OUTCOMES**

 **Eat Smart Move Smart  
It's a Smart Move! .....5-1**



## OUTCOMES

# EAT SMART MOVE SMART IT'S A SMART MOVE!

### *The Initiative:*

Over the summer of 1998, hundreds of employees at the Utah Department of Health (UDOH) had a lot on their minds. The question of *"How many servings of fruits and vegetables did I eat today?"* was asked by many. *"Can I count talking on the phone as physical activity?"* might have crossed some minds. And how can one forget the much heard question of *"Do french fries count toward my 5 a Day?"* The questions, the counting, the continued nagging of colleagues and bureau leaders might be over, but the benefits of the Eat Smart Move Smart initiative live on!

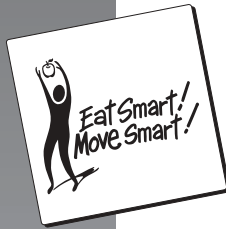
The Eat Smart Move Smart initiative was developed to encourage UDOH employees to get at least 30 minutes of physical activity and eat 5 a Day - each day. A series of events and activities were planned based on social marketing research conducted by the Social Marketing Opportunities Group (SMOG). This small non-profit group (in other words, UDOH employees) did surveys, focus groups and interviews to determine in what stage of change UDOH employees were for physical activity and fruit and vegetable consumption. They asked employees who were in the "preparation" stage of change what kind of support and information they need to move into "action."

Participation in the initiative's activities and events was high. Eat Smart Move Smart bureau challenge participants had a total of 15,136

hours of physical activity and ate 71,254 servings of fruits and vegetables during the ten week period - and there were thousands more by UDOH employees who made lame and flimsy excuses about not keeping track. Three hundred and twenty-four (about 50%) employees participated in the challenge by tracking their physical activity and fruit and vegetable consumption during at least one of the 2 week challenge periods (5 periods in all).

During the kick-off event, about 350 employees came to eat, grab information on Eat Smart Move Smart, and try their chances for administrative leave. There were 80 hardy bodies that carried their lunches to a shady spot at Riverside Park during the "Picnic in the Park" event. People enjoyed the company, had a nice 1/2 mile walk, won prizes, and played games.

Approximately 500 people over the stretch of the week came to sample the delicious and healthy winners of the recipe contest, "Taste Your Way to 5 a Day." The "Picture This" Contest had four winners who received a \$100 incentive award each. They answered the 5 a Day questions



## OUTCOMES

# EAT SMART MOVE SMART IT'S A SMART MOVE!

correctly and knew the locations of the pictures within a one mile walking radius of the Cannon Building.

Everyone in the Cannon Building had to listen to the weekly public announcements, and almost all received the weekly e-mails with tips and bureau challenge updates. Most employees walked by and took information from the display table in the lobby.

About 300 employees came to the “Pat on the Back Party” (the success celebration) to watch and participate in watermelon eating, fruit and vegetable walk, and potato decorating. The dunking booth was a hit with the watchers - not so much with those who hit the water.

### *The Evaluation:*

An evaluation of the initiative was also completed. The Eat Smart Move Smart (ESMS) social marketing initiative was conducted for 10 weeks during the summer of 1998. A pretest was conducted in mid May which resulted in 354 completed surveys from Cannon Building employees. A posttest was conducted in mid August with 237 completed surveys. Of these, 160 unduplicated matched records were used for matched analysis.

The survey was designed to measure changes in the participants’ self reported:

- ☞ consumption of fruits and vegetables
- ☞ physical activity patterns

- ☞ “stage of change” (SOC)
- ☞ self efficacy in adopting better health habits relative to eating fruits and vegetables and physical activity
- ☞ perception of organizational support

Since the surveys were categorical in nature, chi-square tests of statistical significance were used to determine changes from pretest to post test. An analysis of the unmatched surveys was done to determine the differences in the matched and unmatched groups.

The initiative’s events were targeted to and based on consumer research of individuals in the preparation SOC. Analysis of differences between these groups and those in other SOC was done.

A control group at Medical Triangle was given pre and post test surveys. There were 110 completed pretests and 83 completed post tests, with 43 matched surveys. A “minimal” health education intervention, not using social marketing techniques, was conducted at Medical Triangle. Analysis of differences between Cannon and Medical Triangle was also



## OUTCOMES

# EAT SMART MOVE SMART IT'S A SMART MOVE!

completed.

### **Matched Analysis for Fruits and Vegetables:**

#### ***Consumption:***

There was a significant increase in consumption of green salad ( $p=.049$ ) and vegetables ( $p=.007$ ). Reported consumption of 3 or more servings of green salad per week increased from 44% to 56% and consumption of 3 or more servings of vegetables increased from 48% to 63%. Even more amazing, there was an increase from 34% (54) who reported eating 5 or more servings a day on pretest to 52% (82) on the posttest. This is statistically significant ( $\chi^2=9.83, p=.002$ )

#### ***SOC:***

Of the 87 respondents who were in the preparation or contemplation SOC for fruits and vegetables, 47 (54%) moved into a higher SOC. That is, they moved from contemplation to preparation or they moved from preparation to action/maintenance. This change was significant at  $p=.001$ .

#### ***Self Efficacy:***

When asked how confident they were they could eat at least 5 servings of fruits and vegetables each day for an extended period of time (self efficacy), respondents made gains, almost to the level of statistical significance ( $p=.051$ ).

### **Matched Analysis of Physical Activity:**

#### ***Activity Level:***

There were significant increases in mild ( $p=.001$ ) and moderate ( $p=.026$ ) physical activity. The percent of respondents who indicated they had five or more days of mild physical activity increased from 17% to 45%. Those who reported five or more days of moderate physical activity increased from 15% to 31%.

#### ***SOC:***

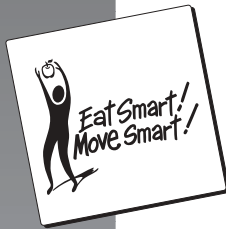
Of the 81 respondents who were in the preparation or contemplation SOC for physical activity, 42 (52%) moved into a higher SOC. That is, they moved from contemplation to preparation or they moved from preparation to action/maintenance.

#### ***Self Efficacy:***

When asked how confident they were that they could accumulate 30 minutes a day of physical activity, respondents made the least gains ( $p=.592$ ).

### ***Matched Analysis of Perception of Organizational Support:***

There was an increase in the percent of respondents who believed that UDOH



## OUTCOMES

# EAT SMART MOVE SMART IT'S A SMART MOVE!

demonstrates its commitment to supporting healthy lifestyles through its use of resources such as time, space, and money. At pretest, 81% of respondents agreed or strongly agreed with the UDOH's commitment while at post test 91% agreed or strongly agreed ( $p=.001$ ).

However, perception of support at the supervisor's level, while improved, was not significant.

### **Matched Analysis of Attitude about How Motivating and Helpful the Initiative's Events and Activities Were:**

Sixty-five percent or more of the contemplators/preparers agreed or strongly agreed that the following events and activities were motivating and helpful:

- ☒ kickoff
- ☒ display table
- ☒ posters
- ☒ e-mail
- ☒ information about the exercise release policy

Interestingly, those in contemplation/preparation for fruits and vegetables were more likely than the physical activity group to say that the events were motivating and helpful. This was true even for those events and activities like Picture This, walking groups, and information about the exercise release policy which were specifically designed for the physical activity group.

A higher percent of those in contemplation/preparation than

those in other SOC rated the above events motivating and helpful, except for the kickoff which everyone seemed to like.

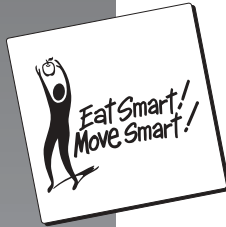
### **Comparison of Unmatched and Matched Pre- and Post test Surveys:**

There were no differences in gender for unmatched and matched pre and posttest surveys. However, there were differences in SOC and age distribution. Therefore, analysis of the unmatched surveys was not done.

### **Comparison of Cannon and Medical Triangle Respondents:**

At baseline, there were significant differences between respondents from Cannon and Medical Triangle for organizational support, immediate supervisor support, new employee support, and family/friends support. Medical Triangle employees rated all levels of support lower than did Cannon employees.

For all other items on the post test survey, Medical Triangle respondents showed significant differences. They did not increase fruit and vegetable consumption, increase physical activity, or move into higher SOC.



## OUTCOMES

# EAT SMART MOVE SMART IT'S A SMART MOVE!

### *The Conclusions:*

- ☞ The Eat Smart Move Smart initiative was successful!
- ☞ Participants did increase their healthy behaviors.
- ☞ The target group moved to higher SOC at posttest.
- ☞ Those contemplating/preparing to consume more fruits and vegetables were more receptive to the initiative's events and activities than the exercise group, even though both groups reported similar changes in behavior.
- ☞ The activities which were more passive in nature and not tied to incentives were found to be more motivating and helpful.
- ☞ Respondents perceived strong support from management.

Some long term changes have been made at UDOH. Many bureaus and programs are making sure there are healthy food choices at social events and meetings. There is a great new treadmill in the Fitness Center and there are more members.

The cafeteria is offering better selections at the salad bar, and more healthy entrees. Management is allowing more flexibility in using exercise release time. The elevators are broken more often!

Plans are underway to continue supporting the healthy changes made

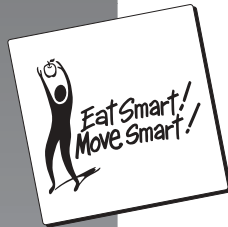
by employees and to extend the initiative to Medical Triangle.

A "how to" manual has been developed to share the methods, and do's and don'ts of the initiative with others who are interested in nutrition/physical activity interventions at the worksite.

For more information on Eat Smart Move Smart, call **801-538-6141**. Or contact:

**Nancy Neff, MS,**  
Director of Healthy Utah  
P. O. Box 142107  
Salt Lake City, Utah 84114-2107  
Telephone: **801-538-6267**  
Fax: **801-538-9495**  
e-mail: [nneff@doh.state.ut.us](mailto:nneff@doh.state.ut.us)





# PRESENTATION

## **EAT SMART MOVE SMART IT'S A SMART MOVE!**

### **Eat Smart Move Smart**

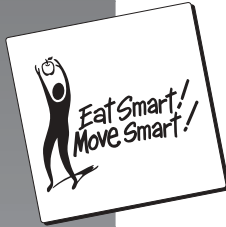
**Applying Trans- theoretical Stages of Change  
Theory and Social Marketing Where We Work**



**Objective: To apply trans-theoretical stage of  
change theory and social marketing concepts to  
improve physical activity and 5 a Day practices of  
employees of the Utah Department of Health**







# PRESENTATION

## **EAT SMART MOVE SMART IT'S A SMART MOVE!**

### **Eat Smart Move Smart in 5 Easy Pieces**

- \* **Theories**
- \* **Management support**
- \* **Audience research**
- \* **Intervention**
- \* **Evaluation**

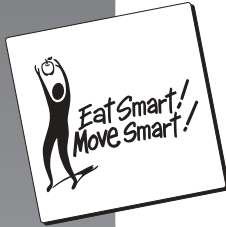


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### **Social Marketing**

**A program planning process designed to influence voluntary behavior of a specific audience segment to achieve a social rather than a financial objective.**





# PRESENTATION

## **EAT SMART MOVE SMART IT'S A SMART MOVE!**

### **Social marketing:**

- \* **Offers benefits the audience wants**
- \* **Reduces the barriers the audience faces**
- \* **Uses persuasion to influence the audience's intention to act favorably**



---

### **Trans-theoretical Stages of Change Theory**

- \* **Pre-contemplation - I won't change**
- \* **Contemplation - I might change**
- \* **Preparation - I will change**





# PRESENTATION

## **EAT SMART MOVE SMART IT'S A SMART MOVE!**

### **Trans-theoretical Stages of Change Theory**

- \* **Action - I am doing**
- \* **Maintenance - I have been doing**
- \* **Termination - I don't even have to think about it anymore**

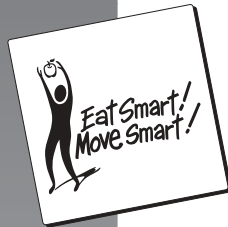


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### **Preparation Stage**

- \* **Plans to take action in the immediate future**
- \* **Both intention and behavior are important variables**
- \* **Has a plan of action**





## PRESENTATION

# **EAT SMART MOVE SMART IT'S A SMART MOVE!**

### **Preparation Stage**

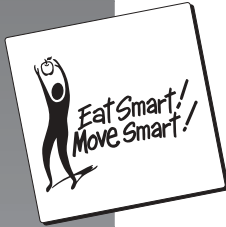
- \* May have attempted behavior change in the last year
- \* Begins by taking baby steps
- \* Should be actively recruited into action behavior change programs



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**Social marketing and preparation stage  
- a match made in Heaven!**





# PRESENTATION

## **EAT SMART MOVE SMART IT'S A SMART MOVE!**

### **Management Support**

- \* **Our champion - Scott Williams, MD,  
Deputy Director**
- \* **Executive Management Committee buy-in**
- \* **Division/Office Directors' participation**
- \* **Bureau leaders - the connectors**
- \* **Approved and even added to incentives**

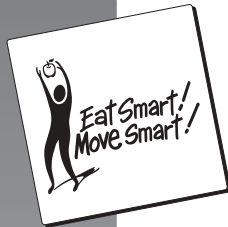


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### **Consumer Research**

- \* **Initial stage of change survey - who are the preparers?**
- \* **Focus groups and interviews - what do preparers want/need?**
- \* **Mid-point consumer interviews - what's working?**
- \* **Post consumer interviews - what worked the best?**





# PRESENTATION

## **EAT SMART MOVE SMART IT'S A SMART MOVE!**

### **What did Preparers Want?**

- \* **Easy**
- \* **Fun**
- \* **Cheap**
- \* **Doesn't take too much time**
- \* **To be convinced they could do it**

**The Impossible!**

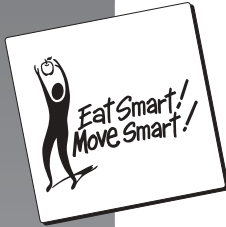


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### **The Intervention**

- \* **Special events**
- \* **Ongoing activities**
- \* **Environmental changes**





# PRESENTATION

## **EAT SMART MOVE SMART IT'S A SMART MOVE!**

### **Special Events**

- \* **Kick-Off**
- \* **Recipe tasting contest**
- \* **Picnic in the park**
- \* **Pat on the Back Party**

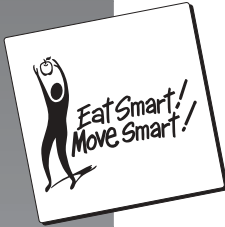


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### **The Kick-Off**

- \* **Incentives**
- \* **Food**
- \* **Great weather**
- \* **Great turnout - 400+ employees**





# PRESENTATION

## **EAT SMART MOVE SMART IT'S A SMART MOVE!**

### **Taste Your Way to 5 a Day**

- \* **Incentives**
- \* **Great food**
- \* **Great turnout - 500 "samplers"**



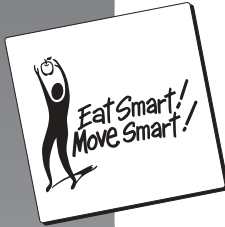
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### **Picnic in the Park**

- \* **Incentives**
- \* **O.K. food (BYOL)**
- \* **Great weather**
- \* **So, So turnout - 80 employees**







## PRESENTATION

# **EAT SMART MOVE SMART IT'S A SMART MOVE!**

### **Pat on the Back Party**

- \* **Incentives**
- \* **Great food**
- \* **Great weather**
- \* **Pretty good turnout - 300 employees**

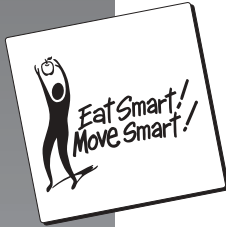


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### **On-going Activities**

- \* **Bureau challenge**
- \* **Walking groups**
- \* **Picture this contest**
- \* **Promotion**





# PRESENTATION

## **EAT SMART MOVE SMART IT'S A SMART MOVE!**

### **Bureau Challenge**

- \* **324 (about 50%) of employees**
- \* **Tracked daily physical activity and 5 a Day**
- \* **Winning Bureaus every two weeks**

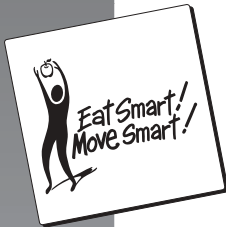


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### **Promotion**

- \* **Posters - changed every week**
- \* **Weekly e-mails**
- \* **Changing lobby display**
- \* **Table top plexiglass displays**
- \* **Public announcements**





## PRESENTATION

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# **EAT SMART MOVE SMART IT'S A SMART MOVE!**

## Posters



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## Display Table





# PRESENTATION

## **EAT SMART MOVE SMART IT'S A SMART MOVE!**

### **Environmental Changes**

- \* **Management support**
- \* **Cafeteria improvements**
- \* **New treadmill for Fitness Center**
- \* **Added lights in the stairways and plans to paint them**
- \* **Broken elevators**



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### **Evaluation Parameters**

- \* **Consumption of fruits and vegetables**
- \* **Physical activity patterns**
- \* **Stage of change**
- \* **Self efficacy**
- \* **Perception of organizational support**





## PRESENTATION

# EAT SMART MOVE SMART IT'S A SMART MOVE!

### Evaluation Methods

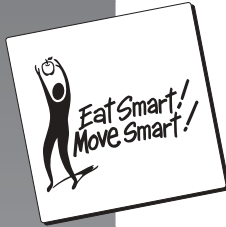
- \* Baseline survey
- \* 1 month post intervention survey
- \* 6 month follow-up survey
- \* Pre and post environmental indicators



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## Evaluation Results





# PRESENTATION

## **EAT SMART MOVE SMART IT'S A SMART MOVE!**

### **More Interesting Results**

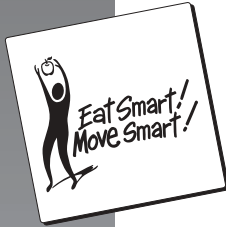
- \* **New Stages of Change Discovered**
  - \* **Stage of Confusion**
  - \* **Stage of Denial**



### **More Interesting Results**

- \* **Eat Smart Move Smart Implementation Manual**
- \* **Wellness Council**
- \* **4 Local Health Departments**





# PRESENTATION

## **EAT SMART MOVE SMART IT'S A SMART MOVE!**

### **More Interesting Results**

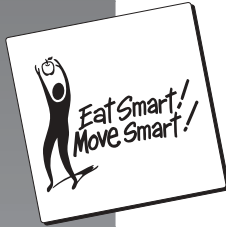
- \* **Other State Agencies**
- \* **UDOH Power Team for the Race for the Cure**
- \* **Employees asking to do it again!**



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### **Conclusions - The Good, The Bad, The Ugly**





# PRESENTATION

## **EAT SMART MOVE SMART IT'S A SMART MOVE!**

### **The Good**

- \* **The Eat Smart Move Smart initiative was successful!**
- \* **Participants did increase their healthy behaviors.**
- \* **The initiative created a new perception and reality of management support for healthy lifestyles.**
- \* **Others want to duplicate our success.**



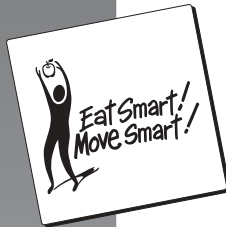
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### **The Bad**

- \* **You really do have to listen to your audience.**
- \* **Audience segmentation using SOC may be tricky because of confusion and denial.**







## PRESENTATION

# EAT SMART MOVE SMART IT'S A SMART MOVE!

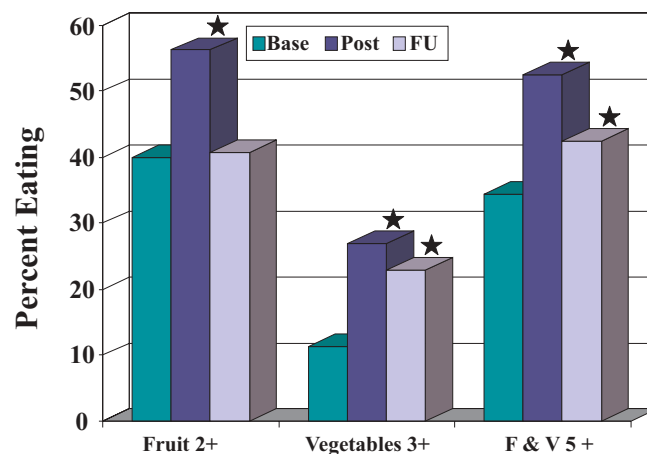
### The Ugly

- \* Ongoing individual reinforcement is necessary.
- \* Environmental/policy changes need to be ongoing and promoted.

We have to keep doing it!



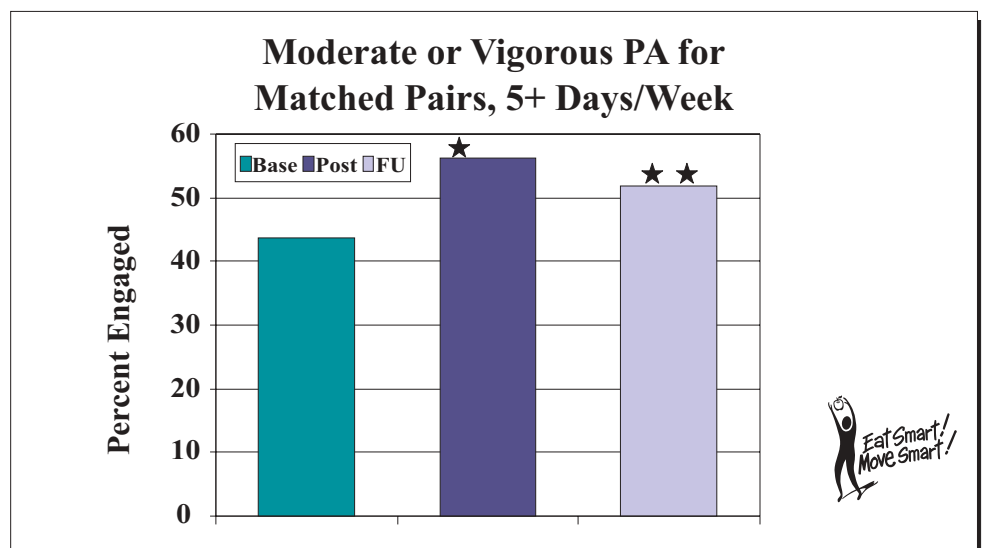
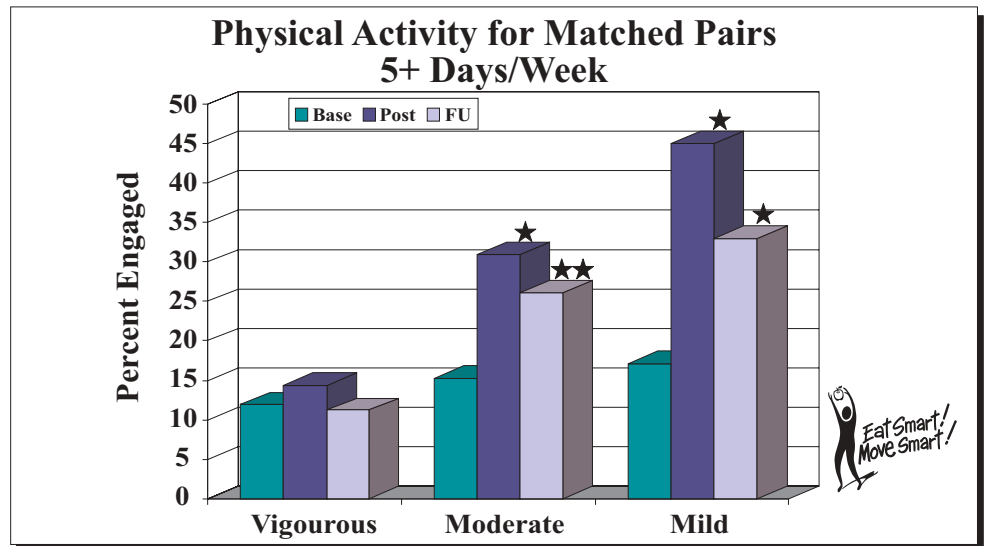
### Eating 5 a Day for Matched Pairs

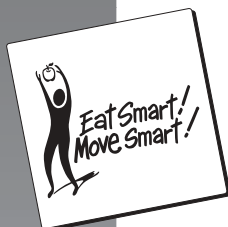




## PRESENTATION

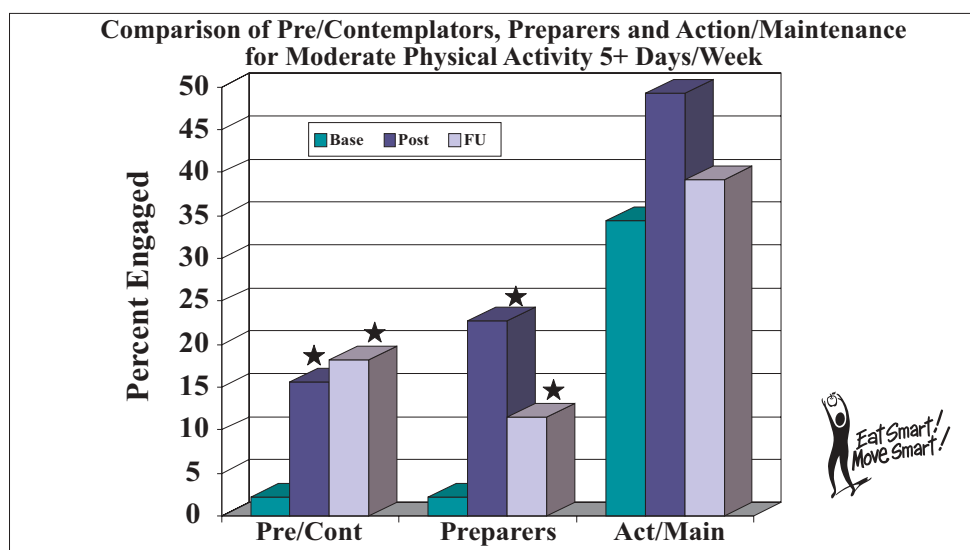
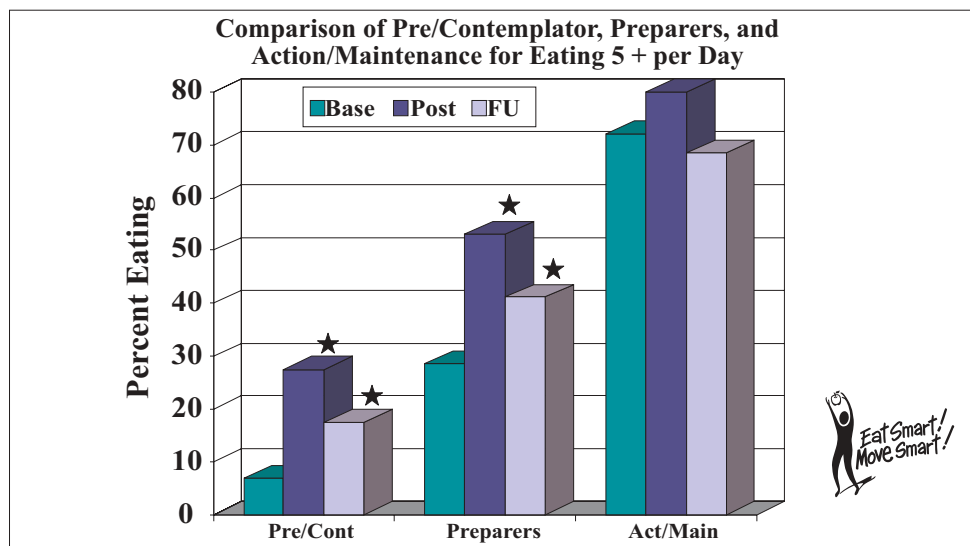
# EAT SMART MOVE SMART IT'S A SMART MOVE!





# PRESENTATION

## EAT SMART MOVE SMART IT'S A SMART MOVE!

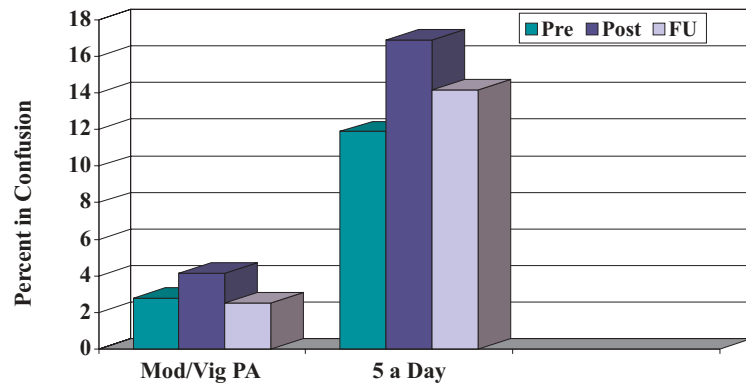


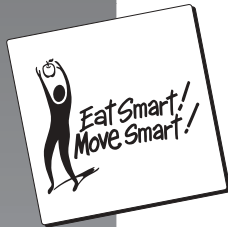


# PRESENTATION

## EAT SMART MOVE SMART IT'S A SMART MOVE!

Percent in Stage of Confusion

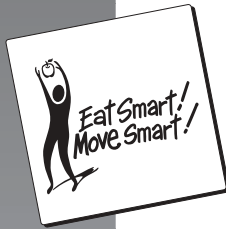




# PRESENTATION

## **EAT SMART MOVE SMART IT'S A SMART MOVE!**

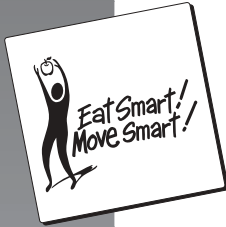




## PRESENTATION

# **EAT SMART MOVE SMART IT'S A SMART MOVE!**

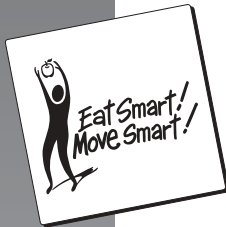




## PRESENTATION

# EAT SMART MOVE SMART IT'S A SMART MOVE!

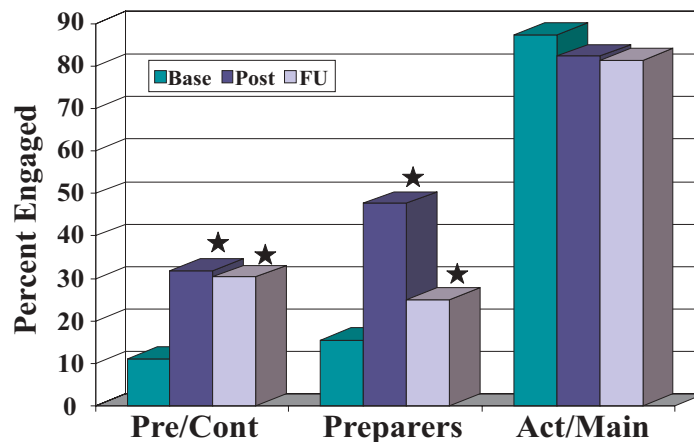




# PRESENTATION

## EAT SMART MOVE SMART IT'S A SMART MOVE!

Comparison of Pre/Contemplators, Preparers and Action/Maintenance for Moderate or Vigorous Physical Activity 5+ Days/Week



Percent in Stage of Denial

